

## THE FRANK

EXPONENT OF  
THE AMERICAN  
PHILOSOPHY

Vol. VIII

OCTOBER, 1911

No. 1



PUBLISHED MONTHLY BY ELBERT HUBBARD  
EAST AURORA ERIE COUNTY N. Y.  
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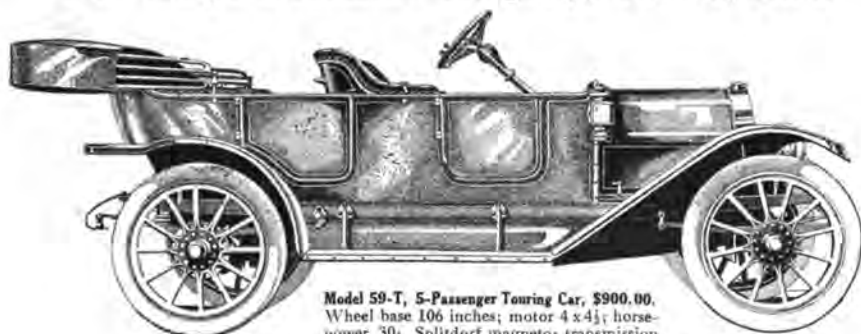
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EXPONENT : OF  
THE AMERICAN  
PHILOSOPHY :

Vol. 8

OCTOBER

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## I Fight No Duels With Civilization


Single Copies, 25 Cents; by the Year, Two Dollars; Foreign Postage, 75 Cents Extra

Elbert Hubbard, Editor and Publisher, East Aurora, New York

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# THE OPEN ROAD ABOUT WITH THE FRA

## The Religious Revival



GOING to and fro over the land  
and up and down in it are  
men who manage street-fairs.

¶ Let it be known that a street-  
fair is never a spontaneous  
expression of the carnival  
spirit on the part of the towns-  
people. ¶ These fairs are a  
business—carefully planned,  
well advertised and carried  
out with much astuteness. ¶

The men who manage street-  
fairs send advance agents,  
and make arrangements with the local mer-  
chants of the place—these secure the neces-  
sary legal permits.

A week is set apart for the carnival, much  
advertising is done, the newspapers, reflecting  
the will of the many, devote pages to the  
wonderful things that will happen. The shows  
arrive—the touters, the spielers, the clowns,  
the tumblers, the girls in tights, the singers!  
The bands play—the carnival is on!


The object of the fair is to boom the busi-  
ness of the town.

The object of the professional managers of  
the fair is to make money for themselves,  
and this they do through the guaranty of  
the merchants or a percentage on concessions,  
or both. ¶

I am told that no town whose business is  
absolutely on a safe and secure footing ever  
resorts to a street-fair. The street-fair comes  
in when a rival town seems to be getting more  
than its share of the trade. ¶ When the busi-  
ness of Skaneateles is drifting to Waterloo,  
Skaneateles succumbs to a street-fair.

Sanitation, sewerage, good water-supply, and  
schoolhouses and paved streets are not the  
result of throwing confetti, tooting tin horns  
and waiving the curfew law.

### God's Shameless Ambassadors

 HETHER commerce is effectually  
helped by the street-fair, or a town  
assisted to get on a firm financial basis through  
the ministry of the tom-tom, is a problem. I  
leave the question with the students of polit-  
ical economy, and pass on to a local condition  
which is not a theory.

The religious revivals that are being con-  
ducted in various parts of the country are  
carefully planned business schemes.

One F. Wilbur Chapman and his well-trained associates may be taken as a type of the men who work up local religious excitement for a consideration.

Religious revivals are managed very much as are street-fairs. If religion is getting at a low ebb in your town, you can hire Chapman, the revivalist, just as you can secure the services of Farley, the strike-breaker. Chapman and his helpers go from town to town and from city to city and work up this excitation business. They are paid for their services a thousand dollars a week, or down to what they can get from collections. Sometimes they work on a guaranty, and at others on a percentage or contingent fee, or both. Towns especially needing Mr. Chapman's assistance will please send for circulars; terms and testimonials on application. No souls saved—no pay.

The basic element of the revival is hypnotism. The scheme of bringing about the hypnosis, or the obfuscation of the intellect, has taken generations to perfect carefully. The plan is first to depress the spirit to a point where the subject is incapable of independent thought. Mournful music, a monotonous voice of woe, tearful appeals to God, dreary groans, the whole interspersed with pious ejaculations, all tend to produce a terrifying effect upon the auditor.

The thought of God's displeasure is constantly dwelt upon, the idea of guilt, death and torment. If the victims can be made to indulge in hysterical laughter occasionally, the control is still better brought about. No chance is allowed for repose, poise or sane consideration. When the time seems ripe, a general promise of joy is made and the music takes an adagio turn. The speaker's voice now tells of triumph—offers of forgiveness are tendered, and then the promise of eternal life.

The final intent is to get the victim on his feet or to make him come forward and acknowledge the fetish. This once done, the convert finds himself among pleasant companions. His social station is improved—people shake hands with him and ask after his welfare. His approbateness is appealed to—his position is now one of importance. And moreover, he is given to understand in many subtle ways that as he will be damned in another world if he does not acquiesce in

the fetish, so also will he be damned financially and socially here if he does not join the church. The intent in every Christian community is to boycott the independent thinker and make of him a social outcast.

¶ The fetish gives excuse for the hypnotic processes. Without the assumption of a personal God whose wrath can be appeased, eternal damnation and the proposition that you can win eternal life by believing a myth, there is no sane reason for the hypnotic formulas.

We are heirs to the past, its good and ill, and we all have a touch of superstition, like a syphilitic taint. To rid ourselves of this tyranny of fear and get the cringe and crawl out of our natures, seems, to lofty minds, the one desirable thing. But the revivalist, knowing human nature, as all confidence men do, banks on our fears and makes his appeal to our acquisitiveness, offering us absolution and eternal life for a small consideration to cover expenses.

Just as long as men are paid honors and money, can wear good clothes, and have immunity from work for preaching superstition, they will preach it. The hope of the world lies in withholding supplies from the pious mendicants who seek to hold our minds in thrall.

This idea of a divine bankrupt court where you can get forgiveness by paying ten cents on a dollar, with the guaranty of becoming a winged pauper of the skies, is not alluring except to a man who has first been well scared.

#### The Advance Agents of Religious Graft

ADVANCE agents pave the way for the revivalist by arrangements with the local orthodox clergy. Universalists, Unitarians, Christian Scientists and Befaymillites are all studiously avoided. The object is to fill the depleted pews of orthodox Protestant churches—these pay the freight, and to the victor belong the spoils.

The plot and plan is to stampede the intellectually unwary—children and neurotic grown-ups—into the pen of orthodoxy. The cap-and-bells element is largely represented in Doctor Chapman's select company of German-American talent: the confetti of foolishness is thrown at us—we dodge, laugh, listen and no one has time to think, weigh, sift or analyze. There are the boom of rhetoric, the crack of confession, the interspersed

rebel-yell of triumph, the groans of despair, the cries of victory. Then come songs by paid singers, the pealing of the organ—rise and sing, kneel and pray, condemnation, misery, tears, entreaty, threats, promise, joy, happiness, Heaven, eternal bliss, decide now—not a moment is to be lost, whoop-la—you 'll be a long time in Hell!

All this whirl is a carefully prepared plan, worked out by expert flimflammers to addle the reason, scramble intellect and make of men drooling derelicts. ¶ What for?

I'll tell you: that Doctor Chapman and his professional rooters may roll in cheap honors, be immune from all useful labor, and wax fat on the pay of those who work. Second, that the orthodox churches may not advance into workshops and schoolhouses, but may remain forever the home of a superstition. ¶ One would think that the promise of making a person exempt from the results of his own misdeeds would turn the man of brains from these religious shellmen in disgust. But under their hypnotic spell, the minds of many seem to suffer an obsession and they are caught in the swirl of foolish feeling, like a grocer's clerk in the hands of a mesmerist.

At Northfield, Massachusetts, is a college where men are taught and trained, just as men are drilled at a Barber's College, in every phase of this pleasing episcopopography.

Billy Sunday is the whirling dervish up to date. He and Chapman and their cappers purposely avoid any trace of the ecclesiastic in their attire. They dress like drummers—trousers carefully creased, two watch-chains and a warm vest. Their manner is free and easy, their attitude familiar. The way they address the Almighty reveals that their reverence for Him springs out of the supposition that He is very much like themselves.

#### Spielers for Churchianity

**T**HE indelicacy of the revivalists who not long ago called meetings to pray for Fay Mills was shown in their ardent supplications to God that He should make Mills to be just like them.

Fay Mills tells of the best way to use this life here and now. He does not prophesy what will become of you if you do not accept his belief, neither does he promise everlasting life as a reward for thinking as he does. He realizes that he has not the agency of everlasting life.

Fay Mills is more interested in having a soul that is worth saving than in saving a soul that is n't. Chapman talks about lost souls as he might about collar-buttons lost under a bureau, just as if God ever misplaced anything, or that all souls were not God's souls, and therefore forever in His keeping.

Chapman wants all men to act alike and believe alike, not realizing that progress is the result of individuality, and so long as a man thinks, whether he is right or wrong, he is making head. Neither does he realize that wrong thinking is better than no thinking at all, and that the only damnation consists in ceasing to think, and accepting the conclusions of another.

Final truths and final conclusions are unthinkable to sensible men in their sane moments, but these revivalists wish to sum up truth and put their leaden seal upon it.

There is a bully bishop by the name of McIntyre, a type of the blatant Bellarmine who exiled Galileo—a man who never doubts his own infallibility, who talks like an oracle, and continually tells of perdition for all who disagree with him.

Needless to say that McIntyre lacks humor. He once called a meeting to pray for Fay Mills, and in proposing the meeting McIntyre made the unblushing announcement that he had never met Mills nor heard him speak nor had he read one of his books.

Torrey and McIntyre represent the modern types of Phariseeism—spielers for churchianity—and such are the men who make superstition of so long life.

Superstition is the one Infamy—Voltaire was right. ¶

To pretend to believe a thing at which your reason revolts—to stultify your intellect—this, if it exists at all, is the unpardonable sin. ¶ These muftis preach “the blood of Jesus,” the dogma that man without a belief in miracles is eternally lost, that everlasting life depends upon acknowledging this, that or the other.

Self-reliance, self-control and self-respect are the three things that make a man a man. ¶ But man has so recently taken on this ability to think that he has not yet gotten used to handling it. The tool is cumbrous in his hands. He is afraid of it—this one thing that differentiates him from the beast—so he abdicates and turns his divine birthright over to a

syndicate. This combination called a church agrees to take care of his doubts and fears and do his thinking for him, and to help matters along he is assured that he is not fit to think for himself, and to do so is a sin. Man, in his present undeveloped state, holds somewhat the same attitude toward reason that an Apache Indian holds toward a camera—the Indian thinks that to have his picture taken means that he will shrivel up and blow away in a month.

And Stanley relates that a watch with its constant ticking sent the bravest of Congo chiefs into a cold sweat of agonizing fear; on discovering which the explorer thereafter had but to draw his Waterbury and threaten to turn the whole bunch into crocodiles, and at once they got busy and did his bidding. Stanley showed the true Northfield-revival quality in banking on the superstition of his wavering followers.

The revival meetin' is an orgy of the soul, a spiritual debauch—a dropping from sane control into eroticism. No person of normal intelligence can afford to throw the reins of reason on the neck of emotion, and ride a Tam O' Shanter race to Bedlam. This hysteria of the uncurbed feelings is the only blasphemy, and if there were a personal God, He surely would be grieved to see that we have so absurd an idea of Him as to imagine He would be pleased with our deporting the divine gift of reason into the hell-box.

Revivalism works up the voltage and then makes no use of the current—the wire is grounded.

#### The Children's Divine Bugaboo

**L**ET any one of these revivalists write out his sermons and print them in a book, and no sane man could read them without danger of paresis. The book would lack synthesis, defy analysis, puzzle the brain and paralyze the will. There would not be enough attic salt in it to save it. It would be the supernaculum of the commonplace, and prove the author to be the lobscause of literature, the loblolly of letters.

The churches want members, and so desperate is the situation that they are willing to get them at the price of self-respect. Hence comes Sunday, Monday, Tuesday and Chapman, and play Svengali to our Trilby. These gentlemen use the methods and the tricks of the auctioneer—the blandishments of the

bookmaker—the sleek, smooth ways of the spieler ♣ ♣

With this troupe of Christian clowns is one Schaeffer, who is a specialist with children. He has meetings for boys and girls only, where he plays tricks, grimaces, tells stories and gets his little auditors laughing, and thus having found an entrance into their hearts, he suddenly reverses the lever, and has them crying. He talks to these little innocents about sin, the wrath of God, the death of Christ, and offers them a choice between everlasting life and eternal death.

To the person who knows children and loves them—who has studied the gentle ways of Froebel—this excitement is vicious, concrete cruelty. Weakened vitality follows close upon over-wrought nerves, and every excess has its penalty—the pendulum swings as far this way as it does that.

These reverend gentlemen bray it into the ears of innocent children that they were born in iniquity, and in sin did their mothers conceive them; that the souls of all children are lost, and the only way they can hope for Heaven is through a belief in a barbaric blood bamboozle, that men of intelligence have long since abandoned.

And all this in the name of the gentle Christ who took little children in His arms and blessed them, and said, "Of such is the Kingdom of Heaven."

This pagan proposition of being born in sin is pollution to the mind of a child, and causes misery, unrest and heartache incomputable.

¶ A few years ago we were congratulating ourselves that the Devil was dead, and that the tears of pity had put out the fires of Hell, but the serpent of superstition was only scotched, not killed.

#### The Vital Thing

**T**HE intent of the religious revival is dual: first, the claim is that conversion makes men lead better lives; second, it saves their souls from endless death or everlasting Hell ♣ ♣

To make men lead beautiful lives is excellent, but the Reverend Doctor Chapman, nor any of his colleagues, nor the denominations that they represent, will for an instant admit that the fact of a man living a beautiful life will save his soul alive. In fact, Doctor Chapman and Doctor Sunday, backed by the Reverend Doctor McIntyre, repeatedly warn their hear-



ers of the danger of a morality that is not accompanied by a belief in the "blood of Jesus."

So the beautiful life they talk of is the bait that covers the hook for gudgeons. You have to accept the superstition or your beautiful life to them is a byword and a hissing.

Hence, to them, superstition, and not conduct, is the vital thing.

If such a belief is not fanaticism then have I read Webster's Unabridged Dictionary in vain ❀ ❀

Belief in superstition makes no man gentler, kinder, more useful to himself or to society. He can have all the virtues without the fetish, and he may have the fetish and all the vices beside. Morality is really not controlled at all by religion—if statistics of reform schools and prisons are to be believed.

Fay Mills, according to the Reverend Doctor McIntyre, has all the virtues—he is kind, gentle, modest, forgiving, helpful. But Fay has abandoned the fetish—hence McIntyre and Chapman call upon the public to pray for Fay Mills.

Mills had the virtues when he believed in the fetish—and now that he has disavowed the fetish, he still has the virtues, and in a degree he never before had. Even his opponents admit this, but still they declare he is "lost."

### Hagiology and Civilization

**T**HE Reverend Doctor Schaeffer says there are two kinds of habits—good and bad.

¶ There are also two kinds of religion, good and bad. The religion of kindness, good-cheer, helpfulness and useful effort is good. And on this point there is no dispute—it is admitted everywhere by every grade and kind of intellect. But any religion that incorporates a belief in miracles and other barbaric superstitions, as a necessity to salvation is not only bad, but very bad. And all men, if left alone long enough to think, know that salvation depends upon redemption from a belief in miracles ❀ ❀

But the intent of Doctor Torrey and his theological rough-riders is to stampede the herd and set it to milling. To rope the mavericks and place upon them the McIntyre brand is then quite easy.

As for the reaction and the cleaning up after the carnival, our revivalists are not concerned. The confetti, collapsed balloons, peanut

shucks and other rubbish are the net assets of the revival—and these are left for the local managers.

Revivals are for the revivalists, and some morning these revival towns will arise, rub their sleepy eyes, and Chapman will be but a bad taste in the mouth, and Sunday, Schaeffer, Torrey, Biederwolf and Company, a troubled dream.

To preach hagiology to civilized people is a lapse that Nemesis will not overlook.

America stands for the Twentieth Century, and if in a moment of weakness she slips back to the exuberant folly of the frenzied piety of the Sixteenth, she must pay the penalty ❀ ❀

Two things man must do: get free from the bondage of other men; and second, free himself from the phantoms of his own mind. On neither of these points does the revivalist help or aid.

Effervescence is not character, and every debauch must be paid for in vitality and self-respect ❀ ❀

All formal organized religions through which the promoters and managers thrive are bad, but some are worse than others. The more superstition there is in a religion, the worse it is ❀ ❀

Usually, religions are made up of morality and superstition. Pure superstition would be revolting—in our day it would attract nobody. But superstition and morality are never a chemical mixture, they are only a mechanical combination. I am against the men who pretend to believe that ethics without fetish is vain ❀ ❀

The preachers who preach the beauty of truth, honesty and a useful, helpful life, I am with, head, heart and hand.

The preachers who declare that there can be no such thing as a beautiful life unless it accepts superstition, I am against, tooth, claw, club, tongue and pen.

Down with the Infamy!

**B**EAUTY and strength of the highest type are never complete; their lure lies in a certain reserve, and behind all is a suggestion of unfoldment. Maturity is not the acme of beauty, because in maturity there is nothing more to hope for—only the uncompleted fills the heart, for from it we construct the Ideal.

## Work and Love



ORK is for the worker. We become robust only through exercise, and every faculty of the mind and every attribute of the soul grows strong only as it is exercised. So you had better exercise only your highest and best, else you may give strength to habits or inclinations that may master you, to your great disadvantage. Work is for the worker, and work is our greatest blessing.

¶ There is a certain amount of work to do in the world, and the reason some folks have to work from daylight until dark is because many other folks never work at all.

Work is necessary to growth. Work is a blessing, not a curse, because through it we acquire strength—strength of mind and strength of body.

To carry a responsibility gives a sense of power. Men who have borne responsibility know how to carry it; and with heads erect, and the burden well adjusted on their shoulders, they move steadily forward.

Those who do not know better, drag their burdens behind them with a rope.

We grow strong through assuming responsibilities: by bearing burdens and doing things we acquire power.

Love is for the lover—love for love's sake. That is just as new, just as modern, as that work is for the worker.

Love for its own sake is a new proposition.

¶ Solomon knew nothing of it. The New Testament, however, is not wholly silent, for it gives a glimmer when the Master defends the woman by saying, "She loved much."

Love for propagation.

Love for gratification.

Love for a home and darned stockings.

One of the above reasons, or a mixture of all, was the highest philosophy that George Washington could bring to bear on the subject. And he failed in each and every count, if Paul Leicester Ford is to be trusted.

And yet the wisdom of Washington in this line represented the wisdom of the ages, until yesterday.

Now we add a fourth reason and we place it

first on the list—love for love's sake. The other reasons remain for those who wish them. The meeting of a man and a woman in a thought is sublime.

### Love for Its Own Sake

FEW men, comparatively, have known this joy, for the reason that the doctrine of inequality has been accepted by men and women alike, and the idea has been everywhere held that women were lacking in mental capacity. Women thought they could not think, and so they did not. This is shown in the use of the word "obey," and the manifold legislation everywhere that has disfranchised women.

Yesterday woman was a chattel; now she is, in law, a minor. Tomorrow she will be free—or partially so, that is to say, as free as man.

¶ These changes have gradually come about through isolated discoveries that a woman might be a man's comrade and friend—that a man and a woman might be mental mates.

¶ Then for the first time there existed honesty in friendship, for surely I do not have to prove that honesty between master and slave is either an accident or a barren ideality?

Love for its own sake can only exist between a man and a woman mentally mated, for only then is complete, unqualified, honest and frank expression possible.

Men who marry for gratification, propagation or the matter of buttons and socks must expect to cope with and deal in a certain amount of quibble, subterfuge, concealment and double deep-dyed prevarication.

And these things will stain the fabric of the souls of those who juggle them, and leave their mark upon futurity.

The fusion of two minds in an idea has given a new joy to the race, a zest to life and a reason for living.

Love is for the lover.

And in this new condition, where the mental equality of women is being acknowledged, there will be no tyranny, and therefore no concealment and untruth.

There will be simplicity and frankness, and these are the essence of comradeship. And where there is comradeship, there can love and reason walk hand in hand.

Love and Reason!

Love for its own sake, with honesty and truth for counsel and guide, is the highest good. It is the supreme gift of God.

And under these conditions he who loves most is most blessed.

Love and ownership.

Love and "rights."

Love and finesse.

Love and management.

These things are very old, but Love and Reason is a new combination. And it can only exist where there is the unconditional admission of equality. Such a partnership means a doubling of every joy, and an increased sympathy with every living thing—a oneness that knows no limit.

It means Universality. We reach God through the love of one. We can gain the Kingdom of Heaven by having the Kingdom of Heaven in our hearts.

Love for Love's sake—there is nothing better.

¶ It sweetens every act of life.

Love grows by giving.

Insight, sympathy, faith, knowledge and love are the results of love—they are the children of parents mentally mated.

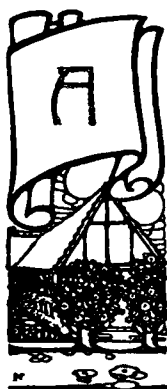
Love for love's sake!



Metaphysics is an attempt to define a thing, and by so doing escape the bother of understanding it.



## The Sergeant



COLONEL in the United States Army told me the other day something like this:

The most valuable officer in a regiment is the sergeant.

The true sergeant is born, not made—he is the priceless gift of the gods.

He is so highly prized that when found he is never promoted, nor is he allowed to resign ✧ ✧

If he is dissatisfied with his pay, captain, lieutenant and colonel chip in—they can not afford to lose him.

His first requirement is that he must be able to lick any man in the company.

A drunken private may damn a captain upside down and wrong side out, and the captain is not allowed to reply. He can neither strike with his fist, nor engage in a cussing match; but your able sergeant is an adept in both these polite accomplishments.

Even if a private strike an officer, the officer is not allowed to strike back. Perhaps the man who abuses him could easily beat him in a rough-and-tumble fight, and then it is quite a sufficient reason to keep one's clothes clean.

¶ We say the revolver equalizes all men, but it does n't. It is disagreeable to shoot a man. It scatters brains and blood all over the sidewalk, attracts a crowd, requires a deal of explanation afterward, and may cost an officer his stripes.

### A Strong-Arm Man

✧ O good officer ever hears anything said about him by a private.

The sergeant hears everything, and his reply to backslack is a straight-arm jab in the jaw ✧ The sergeant is responsible only to his captain, and no good captain will ever know anything about what a sergeant does, and he will not believe it when told. If a fight occurs between two privates, the sergeant jumps in, bumps their heads together and licks them both ✧ If a man feigns sick, or is drunk, the sergeant chucks him under the pump. The regulations do not call for any such treatment, but the sergeant does not know anything about the regulations—he gets the thing done.

The sergeant may be twenty years old or sixty—age does not count. The sergeant is a father to his men: he regards them all as children—bad boys—and his business is to make them brave, honorable and dutiful soldiers.

The sergeant is always the first man up in the morning, and the last man to go to bed at night. He knows where his men are every minute of the day and night ✧ If they are actually sick, he is both nurse and physician, and dictates gently to the surgeon what should be done. He is also the undertaker, and the digging of ditches and laying out of latrines all fall to his lot. Unlike the higher officers he does not have to dress "smart," and he is very apt to discard his uniform and go clothed like a civilian teamster, except on special occasions when necessity demands braid and buttons ✧ ✧

### A Silent Know-It-All

✧ HE sergeant knows everything and nothing ✧ ✧

No wild escapade of a higher officer ever passes by him, yet he never tells.

Now, one might suppose that he is an absolute tyrant, but a good sergeant is a beneficent tyrant at the right time. To break the spirit

of his men will not do—it would unfit them for service—so what he seeks to do is merely to bend their minds so as to match his own mind. Gradually they grow both to love and to fear him.

In time of actual fight he transforms cowards into heroes. He holds his men up to the scratch. In battle, there are at times certain officers marked for death—they are to be shot by their own men. It is a time of getting even—and in the hurly-burly and excitement there are no witnesses. The sergeant is ever on the lookout for such mutinies, and his revolver often sends to the dust the head revolutionary before the dastardly plot can be carried out.

In actual truth, the sergeant is the only real, sure-enough fighting man in the army. He is as rare as birds' teeth, and every officer anxiously scans his recruits in search of good sergeant timber.

#### The Business Sergeant

**I**N business life, the man with the sergeant instincts is much more valuable than in the army. The business sergeant is the man not in evidence—who asks for no compliments or bouquets—who knows where things are—who has no outside ambitions, and no desire save to do his work. If he is too smart he will lay plots and plans for his own promotion, and thereby he is pretty sure to defeat himself.

As an individual the average soldier is a sneak, a shirk, a failure, a coward. He is only valuable as he is licked into shape. He is pretty much the same in business. It seems hard to say it, but the average employee in factory, shop or store puts the face of the clock to shame looking at it. He is thinking of his pay-envelope, and his intent is to keep the boss located and to do as little work as possible. In many cases the tyranny of the employer is to blame for the condition, but more often it is the native outcrop of suspicion that prompts the seller to give no more than he can help.

#### Blessed be the Sergeant

**A**ND here the sergeant comes in, and with watchful eye and tireless nerves holds the recreants to their tasks. If he is too severe, he will fix in the shirks more firmly the shirk microbe; but if he is of better fiber, he may supply a little more will to those who lack it, and gradually create an atmosphere of right intent, so that the only disgrace will consist in their wearing the face off the regu-

lator and keeping one ear cocked to catch the coming footsteps of the boss.

There is not the slightest danger that there will ever be an overplus of sergeants. Let the sergeant keep out of strikes, plots, feuds, hold his temper and show what's what, and he can name his own salary and keep his place for ninety-nine years without a contract.

Doctors and priests attend us at both ends of the route. We can not be born, neither can we die, without consulting the tax-collector, and interviewing those who look after us—for a consideration.

### The Gossip Microbe



**THE** person who plays pitch and toss with your good name is not necessarily your enemy. Probably if you go to him quietly and ask a favor, he will be glad to grant it, and will consider it an honor to exert himself in your behalf. ¶ His unkind remarks are the result of the Gossip Microbe. ¶ He talks to hear himself talk. Nothing else is quite so pleasing to his ears as the sound of his own bazoo.

To have others listen to his vaporings is gratifying to his vanity.

He dissects the life and belittles the motives of anybody and everybody who is not present.

¶ Should the person reviled suddenly appear upon the scene, the theme quickly changes, and the newcomer is treated with kindly deference, and is regaled by hearing the character of some one else ripped up into carpet-rags. ¶ The Gossip Microbe is born of vacuity, and breeds best in idle minds.

If you do not hear what the scandalmonger says, you are not harmed. As for those who hear him, they are not influenced against you by what he says, and for the most part his words die on the empty air.

He injures no one but himself.

#### The Real Pest

**H**OWEVER, the person who comes and tells you what the loquacious one says about you is a positive pest.

His action is unforgivable and unpardonable.

¶ He robs you of your peace of mind.



The idle charges when told over again take on a different color and become realities.

So to repeat: The individual who rails on me behind my back is very seldom my enemy; the person who comes to me and tells me what he says, is.

The first I'll pardon; the latter forever is tabu—let his name be anathema. He is one who magnifies idle nothings and vacuous vaporings until they become noxious gases.

The man who talks gossip is a fool; but the one who repeats it is a rogue.

Your friends are those who tell you the kind things that are said of you; your enemies are those who, in the holy name of friendship, come to you and poison your atmosphere with the other thing.

That plan of the king in the olden time who killed the messenger that brought him bad news has my approval.

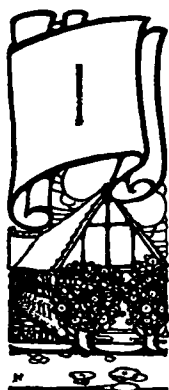
Blessed are the feet of those who bring Glad Tidings! ❀ ❀

❀

We always trust the man who has courage plus, enthusiasm to spare, and who shows by his manner that he is master of the situation.

❀

## Patience Wins



It is well to realize that it is the patient man who wins. To do your work and not be anxious about results is the best way to go after and secure the big return.

This does not mean that you are to sell yourself as a slave. If your present position does not give you an opportunity to grow, and you know of a better place, why go to the better place by all means.

The point I make is simply this: If you care to remain in a place, you can never better your position by striking for higher wages or demanding favors of any kind.

The employee who drives a sharp bargain and is fearful that he will not get all he earns, never will.

There are men who are set on a hair-trigger—always ready to make demands when there is a rush of work, and who threaten to walk out if their demands are not acceded to. The demands may be acceded to, but this kind of

help is always marked on the time-book for dismissal when work gets scarce and business dull ❀ ❀

Such men are out of employment about half the time, and the curious part of it is they never know why.

As a matter of pure worldly wisdom—just cold-blooded expediency—if I were an employee I would never mention wages. I would focus right on my work and do it.

The man that endures is the man that wins ❀ I would never harass my employer with inopportune propositions. I would give him peace, and I would lighten his burdens.

Personally, I would never be in evidence, unless it were positively necessary—my work would tell its own story.

The cheerful worker who goes ahead and makes himself a necessity to the business—never adding to the burden of his superiors—will sooner or later get all that is his due, and more. He will not only get pay for his work, but will get a bonus for his patience and another for his good cheer. This is the law of the world.

The man who makes a strike to have his wages raised from fifteen to eighteen dollars a week may get the increase, and then his wages will stay there. Had he kept quiet and just been intent on making himself a five-thousand-dollar man, he might have gravitated straight to a five-thousand-dollar desk. ❀ I would not risk spoiling my chances for a large promotion by asking for a small one. And it is but a trite truism to say that no man ever received a large promotion because he demanded it—he got it because he was wanted to fill the position, and for no other reason ❀ ❀

## The "Big" Man

**A**SK the man who receives a ten-thousand-dollar-a-year salary how he managed to bring it about, and he will tell you that he did his work as well as he could.

Never did such a man go on a strike.

The most successful strike is a defeat; and had this man been a striker by nature, sudden and quick to quarrel, jealous of his rights, things would have conspired to keep him down and under. I do not care how clever he may be or how well educated, his salary would have been eighteen a week at the furthest, with a very tenuous hold upon his job. He that endureth unto the end shall be saved.

¶ At hotels the man who complains is the man against whom the servants are ever in league; and the man who complains the most is the man who has the least at home.

¶ If you are defamed, let time vindicate you—silence is a thousand times better than explanation. Explanations do not explain. Let your life be its own excuse for being—cease all explanations and all apologies, and just live your life. By minding your own business you give others an opportunity to mind theirs; and depend upon it, the great souls will appreciate you for this very thing.

I am not sure that absolute, perfect justice comes to everybody in this world; but I do know that the best way to get justice is not to be too anxious about it.

As love goes to those who do not lie in wait for it, so does the great reward gravitate to the patient man.



Marriage as a scheme of reformation is not always a success, and women who lend themselves to it take great chances.



## The Kindergarten



WITHIN thirty years a sure evolution has been going on in the method of teaching children. The changes have been so great that they have truly amounted to a revolution.

These changes in method have sprung principally from the influence of one man.

That man is Friedrich Froebel.

¶ Froebel was the inventor and originator of the Kindergarten.

¶ The Kindergarten was the greatest, most important, most useful innovation of the Nineteenth Century, save none. No rapid-transit scheme of moving men from this point to that with lightning-like rapidity, no invention of calling up folks five hundred miles away and talking to them, can compare in value with that which gives love for brutality, trust for fear, hope for despair, the natural for the artificial.

The Kindergarten! The Child-Garden—a place in which the little souls fresh from God bloom and blossom!

You can not make the plant blossom. You can, however, place it in the sunshine and supply

it aliment and dew; but Nature does the rest.

¶ So it is with teaching. All we can do is to comply with the conditions of growth in the child, and God does the rest.

We are strong only as we ally ourselves with Nature. We can make head only by laying hold on the forces of the Universe.

Man is a part of Nature—just as much so as are the tree and the bird. In the main, every animal and every organism does the thing that is best for it to do. Froebel thought that human nature in all its elements is as free from falsity and error as Nature is under any other aspect.

The idea that man is constantly prone to do that which is hurtful to himself was revolting to this wise and gentle man.

The Kindergarten System is simply the utilization of play as the prime factor in education. Froebel made the discovery that play was God's plan of educating the young, so he adopted it.

### The Old and the New Pedagogics

BEFORE Froebel's day everybody seemed to think that play was a big waste of time in the children, and a sin in grown-ups. That which was pleasant was bad. Some people still hold to this idea, but such folks, I am glad to know, are growing a trifle lonesome. In Eighteen Hundred Fifty, the year before Froebel died, he said, "It will take the world four hundred years to recognize the truth of my theories."

Only seventy years have gone, and already we find the Kindergarten Idea coloring the entire scheme of pedagogics. Like a single drop of aniline in a barrel of water, its influence is shown in every part.

Napoleon's character stands out sharp and clear, etched against the sky. He killed a million men, made homeless and houseless five million women and children, and left a trail of death and desolation behind him. We may admire the power of the man, but his life does not influence us; we do not imitate him, and between him and us there is nothing in common. He stands away out yonder with folded arms, upon a barren rock at Saint Helena, looking out upon the sad and solemn sea—and we are here.

### More Expression—Less Introspection

TWO men of modern times have influenced the inner life of the race to a profound extent. Yet they are not widely known, nor

are their names household words. They have mingled their lives with ours, and the river of their existence is lost in the ocean of our being.

¶ There is not a single home—among the better class of homes—in Europe or America but shows the influence of William Morris. The simplicity, genuineness, truthfulness and quiet good taste of Morris have influenced the entire housekeeping world.

Not a schoolroom in the world of civilization that does not show the influence of Friedrich Froebel. The Kindergarten Idea has also crept into the homes, and is influencing and educating the parents, too.

The use of pictures as a means of exciting self-activity is seen everywhere; children are being taught to observe Nature, and they are encouraged to bring to the school the curious things they find in woods or fields—birds' nests, flowers, fungi—and these things are discussed with animation in open court.

There are fewer books and greater interchange of thought and feeling—more expression and less introspection.

Disgrace through the dunce-cap, "standing on the floor"; humiliation through corporal punishment, when the entire school quit study to look on; use of the ruler on the open hand on account of lessons not memorized—all these things are becoming beautifully less. Naggings, prohibitions, chidings and threats have now no legitimate place in any school.

#### The End of Squeers and His Brood

**B**UT the things I have just mentioned, and which every man of, say, forty years so well remembers, are as nothing compared to the inquisitorial horrors that childhood of a hundred years, or even fifty years, ago, had to endure. Thomas Carlyle once wrote, "Most people seem to think that when Jesus said, 'Suffer little children to come unto Me and forbid them not,' He held a rod behind Him and was only trying to coax the youngsters within easy reach."

It is not necessary here to catalog the villanies of the past, done in the name of education; but the matter was summed up by a friend of mine, an Englishman, a few weeks ago, when he said: "I believe most emphatically in Hell, for I've been there. When I was seven years old my parents placed me in a boarding-school for boys, and I remained there five years. The flogging and beastly brutality of the big boys toward the little ones was only a reflex of the

mental attitude held toward us all by the head master and his wife, who were neither better nor worse than the average teacher of the time. They were 'educated' folks, and piled up forty lines of Virgil on you for trivial acts or omissions; and when you were hopelessly bankrupt they canceled the score with a cat-o'-nine-tails and the dark room, with bread and water. My life there seared my very soul, and filled my heart with so much hate that I am at times a victim to it yet. The only compensation for that nightmare of my childhood lies in the fact that I saw the wickedness and atrocious error of a system that sought to suppress and break the spirit, instead of giving it wings."

¶ And that is the kind of education the Froebel System has supplanted. We have kindness now, and faith and love; and he who has the most sympathy, the greatest patience, shall be crowned with honor, and above all he shall feel the approval of his Other Self.

We will call him Rabbi—Teacher—Master!

The worst variety of pride is that which prides itself on being without pride.

## Potato Hill and Paradise



ND so my dear old partner in well-doing, Colonel Ed Howe, has discovered a thing which he, being wise, should have known long ago.

And that is, that at Potato Hill the potato-bugs are plentiful and the potatoes small and few in a hill.

Ed thought he could hie him to Potato Hill and be happy—happy and absolutely immune from varmint—everything but literary scabies. ¶ But alas, there is no continued happiness at Potato Hill.

It is all right to go out to Potato Hill over Sunday, but to live at Potato Hill is another thing. In fact, Ed now says that if he owned Potato Hill and Hell, he would rent both and live in Atchison.

He declares that if he had to live at Potato Hill all the time, he would take Paris Green, and die with the bugs, bughouse.

The man intent solely on enjoying himself, and having a good time, is nibbling the rat-biscuit. ❄ ❄

Good things all come by indirection, and they also usually travel incog.

The man who retires from business to have a good time will never have it.

If you do not find happiness in your work you will never know what happiness is.

A short respite is all right—just to get your wind—but if you continue your vacation too long you will land yourself in limbo, mentally and physically.

Ed Howe is fifty-seven years old, and to retire at such a youthful period reveals that our Kansas philosopher either is a great advertiser, or else is only a philosophic freshman \* \*

The writer who retires from the world in order to write, soon runs out of raw stock.

¶ If he continues to push his pen it will be a tired one, and what the man says will be of no special interest to any one.

The charm of Ed Howe's writing has always come from the fact that he was a worker writing for workers. He was one with the common people he was talking to; it was all a sort of jolly, kindly confession.

Out at Potato Hill, after the Hill and the potatoes had been described, Ed fell back on reminiscence and acknowledged himself a Has-Was, when what we want is an Is-Now, or a Not-Yet-But-Soon.

My heart is with Simeon Stylites, who climbed to the top of a tower sixty feet high, and there on a space three feet square spent thirty years of his very useful and interesting career, never once coming down for a bath, a change of underclothes, or a Sunday paper.

¶ This was an advertising achievement worth while! And Simeon has been good material for poets, moralists and philosophers ever since \* \*

Ed Howe is a good Class B philosopher—there are only a few of us in A. We can not afford to lose Ed Howe, just for a potato-blossom to stick in his wampus. I am glad that he has repudiated the spuds, and is back to town, whooping it up, looking for items, and working away right in the center of the pornographic push, where the type-writers never rest and the sinners sweat, swear, smoke and spit without ceasing.

¶ Moral:—After a man has worked in a newspaper office for forty years, even Paradise would be a place of deadly monotony. To your knitting, girls, to your knitting!

## That Awful Octopus



WILLIAM MARION REEDY is our great American stylist. \* Beside being a stylist, Mr. Reedy is a humanitarian. The woes of the world are upon him; and being filled with a sort of Messianic responsibility, he comes readily to the rescue of the downtrodden and the oppressed.

A stylist is a writer who having worked himself up into a literary fury convinces at least one reader, and that is himself.

Reedy lives in Missouri, and consequently demands visual demonstration.

The one thing that a Missourian fears is an Octopus.

Capital is timid, but it is not nearly so much afraid of things as the rank and file in Missouri are afraid of it. Capitalism is the great bugaboo with which Missouri mothers frighten their children into being good—"The Octopus will get you if you don't watch out."

The Legislature of Missouri once passed a law making a department-store "a conspiracy in restraint of trade." \* Various arguments were put up, and cases cited where honest men doing a little business were driven out of trade and compelled to go to work for the department-store or else starve in the gutter.

¶ This law was tested and very properly declared unconstitutional, but Missouri kept right in the fight, and she succeeded in driving from the Grandoldstate the big bunches of capital that were making eyes in her direction \* \*

In Missouri all good citizens look under the bed before dousing the glim, fearing Capital is after them.

I remember a time when Saint Louis was a bigger city than Chicago. Then, gradually, the cities became rivals, but they are rivals no longer.

The city of Chicago was favorable to coy Capital, and offered inducements that overcame the coysomeness. Chicago furnished a fairway through which the ships of commerce could sail.

The agitator has always loomed large in Missouri. The Dred Scott case was a Missouri proposition \* Also, the Standard Oil case, which was recently decided in the United



States Supreme Court, had its rise in the same Grandoldstate.

Many Saint Louis folks have been very proud of the fact that they were able to drive the Octopus from the borders of the Grandoldstate ❄ ❄

Business property near the River, in Saint Louis, can now be purchased for about one-half what it sold for forty years ago ❄ The voice of the business-baiter has been heard in the land; and instead of showing others, Missouri sat back and volunteered to witness the procession of progress pass.

The Southwest has been the home of the demagogue. And the demagogue is a man whose highest ambition is to stand on the grave of a great, dead industry and boast, to a multitude of unemployed, of his bloody deeds. ¶ A little of the spirit of this demagogue has gotten into the ink of this very strong and able man, William Marion Reedy.

Philosophy should be based on science; but Bill is philosophic without first being rational, logical or scientific. Therefore, at times, his feelings run over and he stands in the slop. ¶ Mr. Reedy writes as he feels—and usually he feels right.

Reedy writes for his ear; and the peculiar thing about his ear is that sometimes it is very much longer and very much more furry and fuzzy than it is at other times.

Immediately after the decision in the Standard Oil case was rendered, Mr. Reedy wrote the following editorial, which we will call

#### Article Number One

(From *The Mirror*, May 18, 1911)

THE Court's decision is that the company was an unreasonable combination in restraint of trade. This implies that there may be reasonable combinations in restraint of trade ❄ There are good trusts and bad trusts, therefore the question of the illegality of trusts is a question whether they are reasonable or unreasonable, and each trust may be separately judged under the law.

There was in the law no such qualification as to combinations in restraint of trade as reasonable or unreasonable ❄ All combinations in restraint of trade are declared by the Sherman Law to be unlawful. Hence the decision is a restriction upon popular government. The law is not what the people's representatives say it shall be, but what the reviewing court—a far remove from the people—thinks it should be. This is wrong ❄ If monopoly is an evil, then there can be no distinctions between monopolies. The only

tolerable monopoly is a public monopoly, one possessed and controlled by all the people, or by the government.

Reasonable or unreasonable monopoly! What decided unreasonableness! Is it size? Maybe it is method of securing monopoly. But if the end is bad, how can the means thereto purge it of evil?

The decision is a love-tap against monopoly. It is a deadly blow to democratic government. It undermines the Republic. The court gives us our laws and will not let us make them for ourselves through our representatives ❄

#### The Test of Reason

THE whole intent, it will be seen, of Mr. Reedy's mind is to show the foolishness, the absurdity, the wrongfulness of having laws interpreted from the basis of their being reasonable or unreasonable. That is to say, the test of reason is to him an unreasonable proposition, and he tells us so in his own good, strong, vigorous English. ¶ In Article Number Two, Mr. Reedy shows the folly and foolishness of justifying trusts on account of the fact that they effect a better order of economics and work a reduction in prices to the consumer.

#### Article Number Two

(From *The Mirror*, June 29, 1911)

ANY one who has read the testimony in the investigation of the Steel and Sugar trusts has discovered what a farce is the claim that the basic idea of the trust is that it shall effect economies in management and production in order that these may enable reduction in price to the consumer. Furthermore, it is shown in the testimony of Elbert H. Gary that it is not the great trust that reduces prices. It is the little mills that are always cutting prices and keeping the trust magnates busy buying them out. The economy-of-production excuse for trusts will not longer go. ¶ The reduction of prices to the consumer is another fiction. The trust is organized solely for the benefit of its organizers. It charges all that the traffic will bear. It issues stock and bonds in excess of its property values, and the projectors get real money for them. There is no excuse for the trust. And to tell the truth, the time has about arrived for the abolition of all corporations. Corporations are privileges and they deal in privileges, and privileges can only multiply at the expense of rights. There is no getting rid of the trusts until we get rid of the corporation.

#### A Strange Lapse of Justice

MR. REEDY admits in this article also that there is no monopoly in steel, because "the little mills are always cutting

prices and keeping the trust magnates busy in buying them out." From this Mr. Reedy seems to assume that the little mills are being formed just for the sake of selling out. This shows us how the Octopus kills off the honest, simple, innocent competitor and drives him to the wall.

The biggest business in all Missouri, next to that of the Mule and the Hen, is the manufacture of shoes. In this respect, Missouri stands second only to Massachusetts. In fact, I believe it was New England capital that started this wonderful shoe business in Saint Louis. ¶ If other lines of business in Saint Louis had kept pace with the shoe industry, the State of Missouri would now rank second or third in commercial importance in all the States of the Union.

How Missouri allowed the capital to get past Cerberus, the business-baiter, to finance these splendid shoe factories no one knows. The cur must have been asleep.

Well, so now there has been a merger of the shoe-manufacturers in Saint Louis! One concern now controls something like twenty-seven factories. Some of these were competing factories, and after they were bought out they were closed up. In other factories, where various styles of shoes were made, now only one style is made. And this is the rule in each of these concerns, that the whole force of the factory shall be concentrated on one particular kind of shoe. ♣ This system has driven thousands of little shoemakers to the wall. ¶ So here, then, is what Bill he says in

### Article Number Three

(From *The Mirror*, August 10, 1911)

**R**EALLY, is it anybody's business that the Roberts, Johnson and Rand, and the Peters shoe-manufacturing companies have combined in a twenty-million-dollar corporation? They are not capitalizing anything that belongs to the public. They are not, so far, preparing to stifle competition. ♣ They are reducing the cost of production, but not raising prices to the consumer. The merger is a private business affair. As to its stock, whether it be excessive or not, the buyer must look into that for himself. The stock value is the stockholders' ♣ It represents what would-be stockholders are willing to pay for it. I do not see why there should be any cry of trust in this case. If the new concern capitalizes the future, does n't Uncle Sam do that with every new bond issue?

### Nobody's Business

**M**R. REEDY is loyal to the Grand-oldstate of Missouri, and he now realizes the necessity of conserving and protecting Missouri institutions, instead of making war against them. And so he comes out in defense of the Shoe Merger, repudiating the suggestion, which nobody but he himself made, that it was formed in order to stifle competition.

Then, again, he brings in the argument that he denounced when talking about the Steel Corporation, and now boldly states that the tendency of the Shoe Merger is to reduce the cost of production and not to raise prices to the consumer. This is his chief excuse for it. He says the whole thing is a private business affair, and is nobody's business at the last ♣ ♣

He anticipates charges that have not been made in reference to the stock being irrigated, and says that if stockholders want to buy this stock it is all right to buy it just as it is or to run it through a wringer. "Caveat emptor!"

Then he falls back and throws any blame there may be on Uncle Sam, just as the late Adam threw the blame on God, and says that if this new concern capitalizes further and charges for its stock in anticipation of its growth to come, does not Uncle Sam himself do that very thing with every new bond issue?

That is to say, if there is any intention on the part of Uncle Sam to go after this new merger as a violator of the Sherman Act, why, Goodness Gracious, is not Uncle Sam himself doing the same thing?

Now, this is just what we have all been saying over and over—we who believe that the Sherman Act is an anachronism, and that progress can only come through wise organization, and sweet reasonableness in business as in all other things.

So at the last Bill Reedy proves his humanity by stating that in his opinion the trusts are a local issue. Our trusts are good, and your trusts are bad. Saint Louis trusts are beautiful and right, but New York trusts are base, selfish and grasping.

In the same issue wherein he upholds the Saint Louis trust, Bill has an item headed "Blatherskites," wherein he sheds a little radio-activity on this rather peculiar genus:

## Article Number Four

(From *The Mirror*, August 10, 1911)

NE of the sorest burdens of the symbolic Democratic ass is that it has to carry men like Vardaman, of Mississippi, and Jeff Davis, of Arkansas, demagogues in the worst sense of the word, and blights upon the good causes to which they lend their voices. And Hoke Smith, of Georgia, comes perilously near to being in the same class. Blatherskites all, even if they do their mouthing on the right side.

## Birds of a Feather

MAKE no criticism on the article, but I venture to suggest that if Bill had added one more name to that list, that of William Marion Reedy, he would not have been very far afield.

I am moved to make this unkind remark in view of the fact that we are now reliably informed through the public press that William Marion Reedy has formed a merger with Bruce Calvert and Elizabeth Towne, and that hereafter their three magazines will be issued from the Saint Louis office under a corporation chartered in New Jersey. Mr. Reedy will be Editor-in-Chief; Elizabeth will have general charge of the business affairs, and Bruce will run the advertising department with his bare feet and a few bald facts.

There is nothing new under the sun! The old things just keep coming back. Scratch a reformer and you find a blatherskite. Vice is virtue gone to seed. ¶ Those New York magazine muckrakers, who exposed the trusts, formed a trust in order to do so, and thus violated the Sherman Act. Now the whole bunch has been pinched and is under indictment before the Federal Court.

If this merger of free-thought, and new-thought, and cheap-thought magazines is carried through on the basis formed and laid out by Bill, Bruce and Lizzie, these malefactors of great flapdoodle may all be laid by the heels, and suddenly, before the Cadi and an order of dissolution issued.

Reedy hates the sound of money, just as Bruce Calvert does, yet he clutches for it like a hobo for a free lunch. Bill does not love money for its own sake—"it is just for the good he can do with it."

Bill belongs to that old style of reformer who thinks that in order to make big money you have to wring the necks of the needy and oppress the poor.

Forget it, Bill! Businessmen are not such fools as that. The way to make money, and make it fast and sure, is to make friends. ¶ Railroads thrive only as the people thrive who live along their lines; and as the railroads thrive we all thrive. Big business is reciprocal. Otherwise, it invites a competition that will surely arise and give it the sedative. Let Bwana Tumbo live alone in his fond fallacy that rascality pays. So go it, Bill; get busy, do the thing you denounce, and make a noise like a merger!

The person who has failed to be a friend to himself needs a Friend.

## Sin



WIMMING uneasily in my ink-bottle is an essay on the benefits and advantages of Sin. As yet I do not feel myself competent to fish it out. I am waiting, hoping that some one else will do the task for me. It is a delicate and elusive bit of work, and no matter how well done, I know that the man who does it will lay himself open to the charge of being an advocate of the Devil.

Yet the grim fact remains that Sin has in very many instances led the way to Saintship. No woman happily married to the man she loves, ever recognized divinity incarnate, breaking over his head the precious ointment of her loyalty and wiping his feet with the hairs of her head. ¶ There is something startling in the truth that the woman who preserves her "virtue" pays a price for the privilege.

And where is the preacher who dare face the fact that the "honest" man or woman with fixed income, happily situated, is to a degree insulated from all sympathy and fellowship with the great mass of beings who suffer and endure the slings and arrows of outrageous fortune? Prosperity is not all prosperity: there is even a penalty in traveling successward, although Samuel Smiles knew it not. Men are great only as they possess sympathy, and that which causes a man to center in himself, taking a satisfaction in the security he has attained for the good things of this, or another world, is not, can not be, wholly good.

## Classes and Masses



HERE seems ever to be a tendency on the part of small philosophers to divide humanity up into classes.

We are set down as good or bad, great or ordinary, bond or free, learned or illiterate, aristocrat or plebian, handsome or homely, saved or lost.

In addition to these classes we have the masses.

The masses are the great undissolved residuum—the people who go about their business and neither pray on street corners nor preach from housetops. ¶ To them babes are born, and headlines do not screech, nor do the wires flash news. They visit, but the society columns are not burdened with the names of their friends.

They die and bulletins give no sign.

Yet it might be difficult to find a man who at the tribunal of his own heart would confess that he belonged to the masses.

We talk glibly about giving a helping hand to the masses, elevating the masses, never once admitting that we, like all others, are but a molecule in God's masses.

And a peculiar thing about this is that the men who talk most about "elevating the masses" are often puny little bow-legged parties who themselves are merely pensioners on a patient world.

If there is any better way to help the masses than by going quietly about your work and setting a good example, I have not seen it.

¶ Each man thinks his own experience unique, peculiar, distinctive: he belongs to a class, of course, but a very small and select class. Just as all lovers are sure that such love as theirs never before existed, except mayhap on the stage or in a printed book.

And thus adown the centuries, from the days of Solomon and his Shulamite shepherdess, lovers have strolled hand in hand, chanting the lovers' litany, "Love like ours can never die."

And so we are all labeled and pigeonholed, done up into bundles, and those that can not be disposed of handily are dumped into the masses. ❀

But if we snatch from Kronos a little leisure and think it over, we will find that all things

are comparative: there is no standard of goodness, nor of greatness, nor of freedom, nor of beauty, nor of aristocracy.

The man we think is saved is only partially saved, and the fellow whom we chalk-mark "damned" may welcome us in Heaven, if by chance we should ever on a fluke get there.

¶ Conditions are transient; life is in a state of flux; classes are all to a large extent a matter of Stein-Bloch.

Caste is an idea founded on a false hypothesis, and in the world's march is often toppled by a mob between cockcrow and sunup. The gradations we seem to see are more apparent than real.

On close inspection we find the great man is not so great as we thought, and the stupid man not quite so dull as he appeared. The difference in men is mostly in their ability to get their goods in the front windows.



The learned professions have always persistently reflected the ignorance and superstitions of their time.



## The Double Life



THE worst about a double life is not its immorality—it is that the relationship makes the man a prevaricator. The universe is not planned for duplicity—all the energy we have is needed in our business, and he who starts out on the pathway of untruth finds himself treading upon brambles and nettles which close behind him and make return impossible. The further he goes, the worse the jungle of poison-oak and ivy, which at last circle him round in strangling embrace. He who escapes the clutch of a life of falsehood is as one in a million.

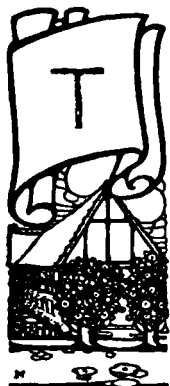
Victor Hugo has pictured the situation, when he tells of a man whose feet are caught in a bed of birdlime. He attempts to jump out, but only sinks deeper—he flounders, calls for help, and puts forth all his strength. He is up to his knees—to his hips—his waist—his neck, and at last only hands are seen reaching up in mute appeal to heaven. But the heavens are as brass, and soon where there was once a man is only the dumb indifference of Nature.

¶ Safety lies in simplicity and truth.



## An American Bible

By Alice Hubbard



THE word "Bible" means "book."

Once the world had, practically, but one book. Until a century ago, books were few and they were costly.

Only wealthy people could own them. Not many people could read and write.

Books were written painstakingly by learned men; and any man who could read and write was looked upon as educated.

¶ Naturally, when a book was made, there was a desire to put into it all the wisdom the writer could gather together. Long years were required to make one copy of the Old and the New Testaments, and the book was very precious. The men who worked upon it were set apart for this sacred task. Reverence for the man and his work increased as he continued to give his life for it.

Then, too, he who could read possessed secrets which ordinary men could not know. In England, a few hundred years ago, a man was exempt from punishment if he could read and write. Often the judges who tried the prisoner could do neither.

Superstition has ever been a strong factor in influencing the actions of people. It has been the strongest force in attracting man to a particular religious belief. The book which was accepted by people in authority as containing the most wisdom was the most holy book and became The Book, or the Bible. A king appointed a committee to decide upon what was holy in it. The Bible of the Hebrews and of the Christians is now only one of many books that contain wisdom and good counsel.

¶ American people who live on the Fortieth Parallel, in the Twentieth Century, need a book—many books—of truth, for truth is relative, not fixed nor static. "An American Bible" is for people on this continent.

It is fitted to the needs of men and women now on earth, and the hope is that it will help them to live—we can die without assistance. Any one may accept or reject it, may add to it or subtract from it.

As the years go by, there will be constructed other bibles and better bibles.

### Purpose of "An American Bible"

AMERICAN people have distinct needs. They think, and have a thinking, unfolding world with which to deal.

There have been no new religions since religions were new; but in Seventeen Hundred Seventy-six there began to grow an American religion—not a religion of gods, but a religion for men.

And in Eighteen Hundred Seventy-six there began to grow the religion which is for all women and all men. Americans need a practical bible which will inspire them for their day's work. We need a bible that shall give us facts concerning business principles, acceptable and honorable—principles that apply to new methods, new morals, new needs. We need a bible that shall teach us to be well, and how to keep well; that will inspire us to obey the common laws of health; how to exercise, work, play, think; how to breathe and to eat. We need instruction in the democracy of man's own self, the family, the town, the State, the general government. Europeans say that America has no poor. Americans want to make this literally true. America demands that man shall be economically free, and she gives the opportunity. So the American Bible must treat of Economics—the highest science man has yet discovered.

This bible must teach the philosophy of business, and show how it benefits man.

It must show, too, the beauty and poetry of business, as well as that it is the means by which man has evolved. The American Bible must show us that life is very simple, and that all the beauty and luxury we can use, all of anything and everything we can use, is right at hand. It must be a book that does not require a priesthood to explain and expound. It must be a book that appeals to commonsense, and one that requires neither apology nor defense.

It will teach us that to eat more than the body uses brings disease and then death—also, that to read and study and not use the knowledge brings auto-intoxication or ankylosis. This American Bible will teach us that every energy of man was made to use, and that death follows disuse and misuse.

¶ It will teach the practical application of the Golden Rule; that women were born free and equal with men in every and all natural

right; that woman has every right, as has man, to life, liberty and happiness. This American Bible must be simple and practical, in order to meet the needs of Americans, who are essentially a plain, practical, upright, progressive, evolving people, intent on obeying the divine law of self-preservation. For these reasons, we have, in "An American Bible," selected practical truth concerning every-day life, from the writings of eight Americans ❖ ❖

### The Many-Sided Franklin

**B**ENJAMIN FRANKLIN was the man of energy, the typical American, one of the few educated men of all history.

He was the youngest son of Josiah and Abiah Franklin, and one of a family of seventeen children. His father was a poor candlemaker and soap-boiler of Boston.

Benjamin Franklin became a businessman, a financier, an inventor, a philosopher, a statesman, a diplomat—a man of affairs ❖ He lived obedient to the simple rules that bring to man the best results in liberty and happiness. He made his own opportunities! ¶ He started with the capital of health, goodwill, determination to win success, and an energy which never flagged. And be it said to his credit as a teacher, he kept this capital to the end of his life.

In business he laid well the foundation for every man's success, economic independence. When he had all the experience he wanted in business, and had money besides, he gave his time and energy to public interests. He founded the first public library in America. While he was Postmaster-General for the Colonies, he founded our postal system. He established the University of Pennsylvania. It was he who first demonstrated that lightning and electricity are the same.

America needed him to represent her in Europe, and he went. He was statesman, diplomat, financier, for a new nation and a people in trouble ❖ He was always a philosopher, and he was ever a student. He had the "four habits" which are necessary to develop Americans: the health habit, the work habit, the study habit, the play habit. He was a cultured gentleman, at home with any class of people. His society was sought in the court of France, and he was welcomed in the most popular salons of Paris.

So great was he in personality that he could

set the fashion of homespun, Deborah-made clothes ❖ Franklin was always the honest, simple, democratic, American gentleman, who loved truth above all else.

He believed that for man to develop his body, his brain, his sense of beauty and refinement, was the best use to which he could give his life ❖ ❖

He knew various countries, all peoples, all types of men and women, therefore he knew Americans as few Americans could.

He knew the principles upon which this country is founded. Deep in his heart he held noble ideals. The intent of his writings is to teach and to inspire us to live with these sentiments clearly before us.

### Jefferson the Democrat

**T**HOMAS JEFFERSON, democrat—framer of the Declaration of Independence—lawyer, educator, diplomat, stands side by side with Franklin. Jefferson taught a nation to love to govern itself. He showed that the purpose of government is to benefit the people. Our government was instituted for the people, by the people, and those who hold office are to be of the people.

The young Republic made this man President of the United States. He rode to the Capitol building alone, on horseback; tied his horse; went in and took the oath of office as a private citizen assuming a great and grave responsibility ❖ ❖

Thomas Jefferson established no court at Washington. He did not ape and imitate nobility. There was only one nobility he recognized, and that was the nobility of character. He lived his simple life there, and his business was to work for the people. Thomas Jefferson was a democrat, and he believed in political and natural equality as opposed to aristocracy.

He had prescience. He was so great that he saw that the days of conquest were passing, and he took the initial step in modern business when he made the Louisiana Purchase. This is the greatest act of his entire life.

He saw that the day would dawn when the religion of our mothers would not be good enough for us, because he knew we are an evolving race; that freedom of thought is necessary to freedom of action. So he laid the foundation for separation of Church and School, Church and State. We have not yet recognized that one structure is independent

of the other. There is an underground connection between Church and School—a sort of subway. And the country still feels a little safer if a candidate for political office “goes to church.”

Yet there is no wall nor roof holding them together ✽ They are fundamentally free, because Thomas Jefferson knew that they must be free.

The man who wrote the Declaration of Independence put the thought of human rights forever before the world. In Seventeen Hundred Seventy-six it made all tyrants tremble; today they know that death to tyranny is near, even at the door.

The Declaration of Independence was the announcement of the new birth of the world. Thomas Jefferson laid a foundation for Democracy for all nations. Democracy amalgamates the classes of master and slave, rich and poor, patrician and plebeian, for Democracy is a recognition of monism—“ye are all brethren.”

Thomas Jefferson, the man of culture, of refinement, the lover, the husband, the father, lived the life he taught. This country would do well to catch up with Thomas Jefferson.

#### Paine the Patriot

**T**HOMAS PAINE, the patriot, lover of liberty, American in spirit, taught the world that liberty is the natural right of every human being. He loved freedom for himself, but he could not enjoy what was not within the reach of all. “Where liberty is, there is my home,” said Jefferson. “Where liberty is not, there is my home,” said Paine. His work was to make all men long for their birthright. He came to America when this country needed a great brain to formulate into an argument a divine feeling which American men and women could not express for themselves. He wrote his thoughts in clear, limpid English which he who read could understand. He printed and distributed at his own expense many thousands of pamphlets, because he wanted the people to know that in Seventeen Hundred Seventy-six there was an opportunity to give to mankind its birthright—freedom. He knew it would take many years for man to be born free, because man is entangled and enmeshed in a network of bondage ✽ Superstitions, fears, barbaric instincts are still man's inheritance. A free man—the superman—is as yet only a hope

and a beautiful dream. But it is a dream which shall yet come true. Thomas Paine was a great factor in giving to us thoughts which are growing. The result must be a nation where men may be born with their divine birthright of Liberty.

England, France and America were made more noble, more intelligent, more civilized, by the work he did for each country, and for all countries. No nation of the world has forgotten Paine, and certainly no religious sect has. He wrote of the rights of man when men believed that only gods had rights. At best, men had only privileges. Today we dare to affirm that women as well as men have rights. Paine was the pioneer of this thought. The “Rights of Man” will never die so long as men have rights.

He believed that even in his time man was passing from the age when man's actions were the result of his passions; that man was leaving the confines of the dominion of animals, and that the age of reason was here, even at the door.

Paine was a Quaker by birth and a friend by nature. The world was his home, mankind were his friends, to do good was his religion.

#### Lincoln the Liberator

**A**BRAHAM LINCOLN, liberator of men, man of the people! He was so wise that he knew there was no freedom for any man while any man was a slave.

There is no one in history with whom to compare Lincoln. He was a unique figure. His work was unique and individual. He saved the people from themselves. America was in great peril. When the North hated the South, and the South hated the North—bitter foes—Lincoln was counselor for the whole country. He was neither Confederate nor Federal. He was foe to no man. He was the friend to all and to each—the savior of his country.

No man then knew better than did Lincoln the worth to civilization of this Republic. He knew how precious was the life of this form of government, and his whole desire was to preserve it.

It is easy to act when judgment says, “This side is right and that side is wrong.” Lincoln knew that both the North and the South were right and wrong. He had to deal with that hydra-headed monster, the people. The multitude must be educated, made to see

that others had rights, even when these others were wrong.

But Lincoln's work was not to teach. He must act. Preachers, teachers, lecturers, private citizens harangued, stormed, became embittered. It was a time when feeling, not judgment, was in the saddle and riding mankind. Editors of newspapers and magazines praised, blamed and denounced this great executive. He stopped for none of this. He had no personal griefs, although invectives were hurled at him. Out of this chaos and turmoil, he created, set in order, brought peace, and saved the country from the ruin which threatened ❀ ❀

No man today doubts the honesty of the heart of this great man, and few doubt the wisdom of his acts. Time has vindicated his deeds ❀ ❀

He charmed men by his integrity and his nobility of soul.

He believed in the common people, and knew that eventually they would see the right. He was willing to wait for them to see for themselves, and to let time adjust men to conditions inevitable.

Lincoln was a child of Nature, so close to the source of wisdom that he did not need to call upon books nor educators from schools, for his brain and heart divined the wisdom of the ages. His will and courage overcame the opposition of friend and foe, so that the Ship of State weathered the most fearful storm any nation could endure.

Lincoln was the man of heart and will and brain; the man who worked for all of the people all of the time.

He loved humanity. His life was spent in serving humanity.

#### Whitman the Audacious

**W**ALT WHITMAN, of whom Thoreau said, "He is Democracy," expressed for America the spirit of liberty. This man was born free, and he was never in bonds to traditions. He kept his body and brain unshackled, and he worked and exercised. He lived his own life of thought, and he expressed his thoughts in his own way. To him man was greater than the laws man had made, or the gods man had made, and he said so—easily, naturally and frankly. Whitman knew that he, himself, typified humanity, and so he sang the "Song of Myself," believing that this song was the honest

thought of honest minds. Patriotism is a positive quality—it is love of country, and does not involve hatred of other countries. A patriot is one who loves his country, supports it, and works for its good. His individual interests are absorbed into the interest for the whole. He spends his time and energy for the people. Only a free man could be a patriot. He must have perspective and genuine faith. Such men are few.

Whitman was a genuine patriot who loved his country because his country, he believed, would afford opportunity for the development of men and women who would be children of liberty.

He loved Nature. He believed that the Great Power manifests Itself through all phenomena and every form of life; that there is in Nature no high and low, no good and bad, but that all is high and good.

Things petty and small did not interest him. He had a perspective of life, and saw as many seers have not yet seen.

He loved men as individuals, as types, and as principles personified. He mourned the death of Lincoln as one incarnate for another. And who can forget the words of Lincoln when he first saw Whitman, "There goes a man!" Whitman could lose himself in the universal. Egotists such as he can do this. He did not feel as the dying soldier—"I am that man," said Whitman.

Walt Whitman had the dramatic perception, lived the life of all things, and he taught others the beauty of such living.

Whatever is, is good, was his attitude toward the world of Nature.

He taught these: Live your own life. Be free. Be honest. Dare to sing the song of "Myself."

#### Ingersoll the Iconoclast

**R**OBERT INGERSOLL was humorist, iconoclast, and lover of humanity ❀ It is said that the difference between man and the lower animals is that man has the ability to laugh.

When you laugh you relax, and when you relax you give freedom to muscles, nerves and brain-cells. Man seldom has use of his reason when his brain is tense. The sense of humor gives reason freedom to act.

Ingersoll knew that he must make his appeal to man's brain. Paine knew this, too, and so did Voltaire, and Rousseau. But it is a winding

way to reach the reason of most people. The unenlightened mind is in serious, solemn darkness ❧ ❧

Ingersoll let the light of human sympathy penetrate first, and from the good nature which followed, he added good humor, then sent shafts of wit.

He showed that not God, but man's conception of a god, was preposterous, ridiculous, childish, unjust, impossible. For those who would listen he showed the way to get a perspective and see mythology as mythology, no matter where its record was found.

He caused men and women to use the same reasoning faculties when contemplating the character of a god as of a man, of history in one book as in another ❧ He knew their conclusions would then be sensible and bring a degree of peace and happiness unknown before to the world.

Ingersoll taught that what was wrong for men ought to be wrong for gods and saints; that what was considered not good, sin, for man on earth, should not be considered as fit for reward in heaven; that there was no justice in eternal punishment for temporal or temporary sins.

Ingersoll asked men to be men—gentlemen in their religion, as they were in their politics and in their relations with their neighbors and families.

Especially did he ask justice, plain common justice, for women and children, and for all those who were not physically able to enforce their right to life, liberty and the pursuit of happiness ❧ ❧

He asked consideration for criminals, those who had actually done wrong to their fellow-men ❧ ❧

He pleaded for Christians and Infidels alike to follow the Golden Rule, and do unto others as they would have these others do unto them.

¶ Robert Ingersoll preferred to every political and social honor the privilege of freeing humanity from the shackles of bondage and fear. He knew no holier thing than truth. He preferred using his own reason to receiving popular applause or approbation. His keen wit, clear brain and merciless sarcasm uncrowned the King of Superstition and made him a puppet in the court of reason. He dethroned for us the God of Wrath, and proved himself to be more noble, more lovable, more godlike, than the Jehovah of the

Jews. No god today is so well loved as is this man.

#### Emerson the Liberal

ALPH WALDO EMERSON was our modern Plato. He brought from Asia and the East all that was applicable to Americans. The best of the philosophy of India, Egypt, Assyria, Greece and Rome was his. ¶ He was "the culminating flower" of a long line of New England clergymen, and he inherited not only the tendency to study but to think. "Beware when Nature sets loose a thinker in the land," he said. And Emerson himself had to beware, for his thinking caused men to fear for their theology. ¶ Unitarians were supposed to be liberal. Emerson found that no denomination more surely than they has the god Terminus erected as limits beyond which no man may think with safety.

But no one could mark the boundary and confines for Emerson's thought ❧ He was master of his own mind.

No man had ever lived before Emerson who thought with less restraint. Had he lived in the time of Servetus he would doubtless have had a similar experience.

Had he spoken in terms such as Ingersoll used, he would have been denounced as infidel—dangerous to mankind.

But Emerson used always the scholarly expression, the chaste form, and the classic allusion. His heresy was cultured and gentle. His appeal was to the student mind, to men and women who lived in the realm of thought more than in the world of feeling.

So Emerson was not feared by the common people—they did not know of him ❧ The "Divinity Address" was nothing to them. The symbols of Greek and Roman mythology meant nothing to the churchgoing people of America ❧ ❧

But when Ingersoll talked frankly of the "Mistakes of Moses," the veil of the temple was rent in twain, and fathers and mothers clasped their children in their arms to keep them from impending, imminent danger. Ingersoll was denounced by preachers, teachers and school boards.

Emerson's philosophy stole softly into homes of conservative culture and remained as one of the household, because he made heresy, pantheism and reason so beautiful and necessary that no one wanted to turn them away.



Father Taylor said that if Emerson were sent to Hell he would change the climate and start immigration in that direction. Literally he did these things for New England.

Concord, Massachusetts, proudly claims him as her First Citizen. The city of Boston boasts of him as her most learned Native Son.

America is proud to call him her great thinker, scholar and teacher, also poet and philosopher. We return again and again to his teaching for mental stimulant and soul tonic.

He has made for Americans a philosophy that applies to the conduct of life, and in it is the wisdom of the ages.

#### Hubbard the Economist

**H**UBBERT HUBBARD, the most positive human force of his time, is a man of genius in business, in art, in literature, in philosophy ♣ He is an idealist, dreamer, orator, scientist. In his knowledge of the fundamental, practical affairs of living, in business, in human interests, in education, politics and law he seems without a competitor ♣ ♣

He is like Jefferson in his democracy, in teaching a nation to love to govern itself and to simplify all living.

He is like Paine in his love for liberty and in his desire that all shall be free to act in freedom and to think in freedom.

He is like Lincoln in that he would free all mankind. He, too, knows that there can be no free man on the earth so long as there is one slave.

Elbert Hubbard sees, too, that just so long as there is one woman who is denied any right that man claims for himself, there is no free man, that no man can be a superior, true American, so long as one woman is denied her birthright of life, liberty and happiness ♣ ♣

He knows that freedom to think and act, without withholding that right from any other, evolves humanity. Therefore he gives his best energy to inspiring men and women to think and to act, each for himself. He pleads for the rights of children, for so-called criminals, for the insane, the weak, and all those who having failed to be a friend to themselves, need friendship most ♣ The Golden Rule is his rule of life.

His work is to emancipate American men and women from being slaves to useless customs, outgrown mental habits, outgrown

religion, outgrown laws, outgrown superstitions. He would make each human being rely upon himself for health, wealth and happiness ♣ ♣

Elbert Hubbard is like Emerson in seizing upon truth, embalmed and laid in pyramids of disuse. Into these truths he has breathed the breath of life, and they have become for many of us living souls. From the thoughts of Moses, Socrates, Solomon, Pythagoras, Loyola, Brahma, Jesus, Buddha, Mohammed, he has brought to us wisdom that applies to the art of living today.

Elbert Hubbard is a unique figure in history. The strength of his individuality comes from his having lived much and intensely. He lives his philosophy before he writes it, proves his theory before he announces it. Like Shakespeare, he has access to universal knowledge, and from this storehouse he draws the vital fact whenever he needs it. Without effort, his mind seizes upon the important part of any subject, scene or situation, and he presents the few parts which will suggest the whole. He knows psychology, the needs of humanity at large, the needs of the races, the needs of classes in races, and individuals in a class. He knows men and women, American men and women, their hopes, their fears, their strength, their weakness, their possibilities, and he deals with them, having ever before him the ideal. He, too, is looking for a Hapi, a Messiah, a Superman.

He is never discouraged, never tired, never depressed. Eternal hope is in his heart, so every morning brings to him a New Day, and ushers in a New Year of the Better Day. Work, laugh, play, think, be kind, is the day's program he lives and recommends ♣ Economic freedom is the first necessity in human happiness. So Elbert Hubbard's first lesson is industry, producing wealth, using it wisely, distributing it. He knows, too, that food, shelter, clothing, fuel, are not enough to fill man's needs. Man has a soul to be fed and evolved as well. Love, beauty, music, art are necessities, too. Had he but two loaves of bread he would sell one and buy white hyacinths with which to feed his soul. He loves all animal life, and believes that man should spend a part of every day in the garden, on the farm, with horses and animals, which are the civilizers of man.

Elbert Hubbard is a businessman and a

philosopher. He is a wise man in the use of his time, his energy. The law of his life is action. He knows that to focus his mind on the development of man is to degenerate into something less than a man. Man is developed, quite incidentally, through his work. Work is the exercise which develops brain, nerve, muscle. Work is the means which man uses to accomplish the end, the superman who shall understand Nature. He knows that greed is the subjugation of the individual, so his desire is to give every person about him equal opportunity with himself. He loves humanity. He believes in man, in the ultimate triumph of the noblest qualities in man. He is brother to all mankind and kindred to every living thing. He lives as a nobleman, every day without fear. All days are holy days. All natural phases of human life are sacred, and he respects them all. Through the power of his imagination he has lived all lives, and he condemns no man. Content to live in one world at a time, he has the genuine faith which does not peep into the Unknown, but lives to the full today, assured that "the power which cares for us here will not desert us there."

So this, then, is what "An American Bible" offers—a book written by Americans, for Americans. It is a book without myth, miracle, mystery or metaphysics—a commonsense book for people who prize commonsense as a divine heritage. The book that will benefit most is not the one that imparts the most facts, but the one that inspires men to think and act for themselves.

The world can only be redeemed through action—movement—motion. Uncoerced, unbribed and unbought, humanity will move toward the light.

ONLY ministers who have joined the M. E. Conference and obey its rules may preach in Methodist churches. The ministers have a closed shop. Therefore the position now taken by the Church is bound to do it great harm. The Church of today has degenerated, has become a commercialized institution for the benefit of a small dominating class. It has all along ignored the interests of the working-people; it has forgotten that charity begins at home; it has had no thought of saving bodies as well as souls.—L. P. Straube.

## The Gospel of Selfishness

By C. A. Bowsher



O preach unselfishness and practise unselfishness beget poverty, misery and woe. To preach unselfishness and practise selfishness beget hypocrisy, hate and greed. ¶ To preach selfishness and practise selfishness beget justice, progress and prosperity. ¶ To preach selfishness and practise unselfishness beget useless pleasantries.

They are waste of effort and idleness of time. ¶ Selfishness is the integrity of individuality. It is the consciousness of aspiring personality. It is the desire to be as much as possible. It is the fundamental of enthusiasm. It compels sacredness of the person and of the home. It compels, therefore, solicitude for the town, county and State; for the industry, corporation and craft, and for the nation. It is patriotism. Its flower is liberty. Its fruit is freedom. Its conscious promotion is happiness. Its consummation is the desire of Nature manifesting on the earth in the greatest number, variety and potency of forms expressive of the life principle. It is the chief motive in the game of life. It is the characteristic of progressive man. Only a selfish nation can become master of its circumstances. Selfishness is the dominating and saving virtue of our day. It is the spirit of commercialism.

An advocate of selfishness demands that all others shall be selfish likewise. He therefore determines the limits of his own selfishness in order not to suffer from the trespassing upon the selfishness of others. This fact being taken for granted by others begets good-will, tolerance and praise for the worthy conceits which one may possess. It allays envy. It favors pride and self-assertion, and curbs them within their possessor to their proper dimensions. Selfishness is the sole determinant of good manners. It is an automatically regulative principle. It is the consciousness of purpose.

### Pride and Selfishness

SELFISH people have pride. They have conceits and they desire that others shall give due credit for them. They therefore admire the pride and conceits of others. They

have therefore an universal and rigid standard of morals and ethics. They favor everything and anything that shall permit the life principle to be correctly expressive ♣ They are solicitous to be free from poverty of body, mind and soul. They are fanatical for the truth. They are anxious to exert every ability to the greatest extent for more complete being. They strive, therefore, for a higher standard of living. The American people are supremely selfish. They are spiritual. They appreciate value and require profits. They demand equal opportunities for all and special privileges to none. Theirs is the first government to be founded on the principle of selfishness.

Those denying and decrying the selfishness of others have greed. They nourish hypocrisy. To deal with them is to be taken in. Those unable to satisfy the selfishness of others have no occupation. They lack opportunity. Success in life, means, therefore, capacity to satisfy the selfishness of the world. It means the capacity to serve. They gratify selfishness most who serve the world most. They are termed great. Greatness, therefore, is power to augment the selfishness of mankind. It is the power to be. Destiny, therefore, is selfishness in conscious consummation.

The demand of the age is to satisfy selfishness. That scheme of things which permits of it will be the most sought for and have the most ardent advocates. That people the most capable to satisfy selfishness are the most progressive. They will bear their own burdens. They will not impose their burdens on others. They are the most commercial and therefore, the most democratic. Monarchy and aristocracy are exponents of unselfishness. Their downfalls in history are wholly traceable to the burdens and unsatisfied selfishness of the many. Any monarchical system of thought for self-preservation, must advocate the doctrine of unselfishness for the many. It demands subservience of mind, body and soul of inferiors to superiors ♣ Universal selfishness demands that all men shall be created equal. That they shall develop different. That they shall be differently equal and equally different, that differences shall not make inequalities. This is the meaning of Americanism.

#### Friendship and Selfishness

**F**RIENDSHIP is wholly dependent upon selfishness. It depends upon giving value received. It is the satisfaction of life

gained through the ministration of others. It takes two selfish persons to make fast friends. If one should get all while the other gives all, the result is inferiority of development of both. That friendship is more lasting and desirable where the opposite qualities of selfishness are satisfied. This is the condition of the sexes. This friendship is termed love. Love, therefore, is the exponent of selfishness in its best form of expression. Its abode is the home. It is selfishness of the family. It can be maintained best therein by having plenty to eat, plenty of sleep, plenty to wear, plenty of work and play, but not too much of any. Who is truly selfish with the life principle will be true in love. "Balanced Selfishness" is the formula of felicity for the home.

No one needs to be solicitous for the aspirations of others where the precepts of selfishness are operative, because each is equally selfish for the joys of life. Charity and all forms of paternalism and collectivism become offensive to those striving to develop personality and the higher and larger units of individuality of government. Their selfishness becomes aroused when these possibilities are threatened. To partake of the more advanced states of selfishness dissatisfies one forever with any condition requiring less. Who is nothing for himself is nothing in himself ♣

#### Selfishness and Individuality

**T**O be constantly and studiously taught not to be selfish is to have the mind stultified and the powers of personality weakened. Those having sufficient will-power to transcend these limitations become known for their individuality ♣ Their selfishness many times, however, becomes unduly exercised, and not finding their proper limitations through ignorant and bad training, they develop into law-breakers. That is, they trespass upon the selfishness of others. They are makers of injustice and lose their liberty. They lose their right to express selfishness. Justice is equity in selfishness. Rightness is the reality of justice in the works of man ♣ A selfish person will not destroy self. He cherishes life. He does not recognize failure nor will he give up so long as a spark of life gives hope. He wills to achieve, and wills that everybody else shall achieve. He wills to aspire, which means to desire to participate in the various manifestations of the life principle in the government of man. That is,

he aspires to experience life in the home, town, county and State; in the industry, corporation and craft and the nation. To have something to do with these individual manifestations satisfies selfishness. It is being somebody. It is being human. It is being democratic. Who are not selfish are nobodies. They have neither ambition nor responsibilities. They will not fight graft. They permit privilege to be crystallized, solemnized and crowned. They will neither establish rights nor defend them. They have no passion to achieve.

### The Age of Selfishness

**T**HIS is the first age in the annals of history to require the doctrine of selfishness. It is the first in which the life principle could find recognition in commercialism. The advent of machine-power ushered in the age of selfishness. Man, theretofore, had been unable to satisfy selfishness. He was limited by poverty, which is selfishness limited by ignorance of the life principle to states of distress. The time is now at hand to abolish poverty. It is the time, therefore, to preach and practise the gospel of selfishness. American business is a system of organized selfishness operating for the purpose of profit. There is glorious hope for the world today. It is now in condition and position to satisfy its selfishness. Misery and degradation shall cease. Poverty and its ills will vanish. Man shall cease to be afraid. He will be master of his circumstances. He will know the truth. He will be free. He will express his selfishness. Blessed are the selfish, for they shall prosper. They shall survive, for they are the fit. They are the commercialists. They shall dominate the earth with peace.

Liberty is the sentiment of selfishness. Property is the exponent of selfishness. Rights are the methods of selfishness. Government is a system of organized selfishness. Patriotism is selfishness glorified. Express your selfishness is the command of felicity for all mankind.

**B**Y no political alchemy can we get golden conduct out of leaden instincts. But instincts can be changed; fresh ideas can be introduced upon the stock; the whole tree can be trained in a new direction, and so golden conduct can be made to flow from a golden character.—*Herbert Spencer.*

## Popular Election of Senators

By Jonathan Bourne, Jr.



RECENT discussions by some of the opponents of the resolution providing for the direct election of United States Senators have enriched literature, furnished well-rounded periods and beautiful diction, resurrected the Athenians and Romans and carried us back thousands of years, but have absolutely failed to prove that selfish interest rather than general welfare is the better motive power of government or that the individual legislator is wiser, more unselfish, better developed, or more competent to legislate or select public servants than is the composite citizen.

In view of the present inclination to drift in the shadows of many centuries ago, I wish to give a brief history of the evolution of popular government, promising only to carry the reader back to a period less than five centuries and bring him rapidly through the chronology of its evolution to the present date.

The art of printing was discovered in 1456 and gave to the day of general intellectual development its dawn. Cromwell (1599-1658) taught kings true sovereignty, the sovereignty of the people. John Locke (1632-1704), the son of a captain in Cromwell's army, and a graduate of Oxford, among other things printed for the world his theory of popular sovereignty, which theory no doubt was cradled in the uprising of the English people under Cromwell. Hume (1711-1776) in England and Jean Jacques Rousseau (1712-1778) in Paris and Geneva, contemporaneously revamped, echoed and re-echoed Locke's theory of popular sovereignty, and Kant (1724-1804) in Germany gave it voice. Thomas Paine (1737-1809) in England and America and Thomas Jefferson (1743-1826) in America became the chanticleers of liberty and popular sovereignty on this Continent. The chronology of popular sovereignty in modern times is thus traced through successive and contemporaneous writers from Locke to Jefferson, the teachings of each of whom for democracy it is impossible not to believe

exerted an influence upon the final formation of our Government, while it is equally evident that the compatriots of Paine and Jefferson brought to bear their knowledge of the failure of ancient republics, and particularly that of Greece, as furnishing arguments against the universal franchise, the direct responsibility of and to an electorate, and in favor of some form of beneficent despotism.

It is generally conceded, however, by present-day political writers that of these named in the chronology, Jean Jacques Rousseau, in his "Social Contract," exercised the most profound influence of any of them upon the world's history. The one central idea in his political philosophy was popular sovereignty. Around that gyrated the logical deduction that where there is no equality there can be no liberty, and where there is no liberty there can be no general prosperity. His attempt to construct upon these postulates a working plan for a democratic government on a large scale does not signify the unsoundness of the fundamental truths that lie at the bottom of his thesis. In his day, and, indeed, until recent times, any attempt to establish a democratic form of government on a large scale was not feasible because of the lack of extensive and rapid intercommunication among the individual units of a numerous commonwealth occupying a large area and actuated by different and oftentimes conflicting interests ❀ ❀

Born a free citizen of Geneva, Rousseau picked up under adverse circumstances a knowledge of the ancient political writers, Plato, Aristotle, Socrates and others, and was also no doubt familiar with the writings of Locke, whose theories of popular government, as modified by his own conceptions, he purveyed to his generation in France and Switzerland ❀ ❀

#### Social Conditions in America in 1776

**T**HE conditions in the American Colonies, by the unfoldment of human progress, in 1776 were barely propitious enough to warrant the fates in launching the first great Republic that gives promise of realizing the aspirations of true democracy. The field was fallow for revolution, having been plowed by the Puritans, the Quakers and the Huguenots, but barely fertile enough for the planting of a republic, much less for that of democracy, which could be only a Utopian dream until

made feasible by the development of a high order of general intelligence and the creation of time and space annihilators for the individual units of society to effect rapid interchange of thought and action ❀ These last-named conditions are now abundantly in evidence in this country, and need but the awakening of general intelligence as the final auxiliary factor in the transmutation of an irresponsible representative system into a system directly responsible to a completely enfranchised, intelligent, sovereign electorate. ¶ The adverse and favorable conditions for the establishment of any sort of a popular government in the Colonies were about equally balanced at the close of the American Revolution. The lack of sufficiently rapid intercommunication and close and frequent contact of the individual units of each Colony with those of other Colonies was perhaps the most serious of the adverse conditions. Diversity of religious sectarianism was still another, national prejudices a third, conflict of trade and commercial interests still another, and many others. The favorable conditions were a common language, a common source of fundamental principles of law, a certain sense of brotherhood, born of a companionship in arms, and, after a three years' trial of a loose confederacy, a final sense that in an effective union alone there was national safety and that, metaphorically, they must still band together or hang separately in a world of piratical nations.

So, under these conditions, the Constitutional Convention of 1787 met for the purpose of "forming a more perfect union" of States to be given authority in a central federal government with powers defined and limited by a written constitution.

#### Opposing Views in Constitutional Convention

**O** this convention went adherents of two great Americans of approximately equal learning but whose temperaments were the antitheses of each other, whose observations were from exactly opposite viewpoints, whose estimates of human nature were at entire variance, whose views with regard to the construction of society and the relations of people to the Government were antagonistic. These men were Thomas Jefferson, of Virginia, and Alexander Hamilton, of New York, and the latter was himself a member of the convention. Jefferson was a disciple



of Locke and Rousseau, and his adherents in the convention stood for the incorporation of the broadest possible democratic principles in the new Constitution; while Hamilton, essentially an aristocrat and monarchist, without faith, or any kind of confidence, in the average intelligence, patriotism, or stability of mankind, stood for every possible device that went to exclude and remove from the people any direct contact with, or immediate or remote responsibility for, the Government. It was the confederationist arrayed against nationalist. It was the Jeffersonian idea to retain all the power possible in the sovereignty of the States and to leave the people in the respective States to their own devices in administering public affairs.

It was the Hamiltonian idea to leave with the States as little power as possible, and with the people none at all. These two strenuous schools had each its following, the Jeffersonians chiefly among the masses who had fought the war and read Thomas Paine's pamphlets, and the Hamiltonians largely among the conservative, property-owning and commercial classes who had been Tories or who had straddled the fence during the progress of the Revolution. The less strenuous members of the convention gave us the compromise Constitution, in the final adoption of which the Hamiltonian idea predominated, and is best expressed in the declaration that the Constitution is an instrument of "admirable checks and balances," which placed it in the hands of the judicial branch of the Government to exercise an absolute veto upon every act of the other two co-ordinate branches; and, while in the theory only a power of negation, is, in fact and may be in practise, one of far-reaching legislative initiation and crystallization.

#### Method of Electing Presidents Changed

✱ It was provided in the Constitution—since amended by usage—that the Chief Executive should be elected by State electors appointed by the States in such manner as the legislatures thereof might determine, a provision calculated to remove Presidents as far from the people as possible, again filtering power through as many intermediates as could be devised between the people and the Government, the source of and the expression of power ✱ ✱

After dividing the legislative branch between

two houses of Congress and the Executive, giving to the latter a qualified negation over the exercise of legislative power by the Congress, it was the purpose to further restrict the powers of the people and get the Government still further removed from direct responsibility to them, by first limiting the tenure of the popularly elected or lower branch of Congress to two years, and to check any undue or radical action on its part by subjecting such action to the approval, amendment or rejection of an upper House, a body of Senators whose respective tenures of office were fixed for six years and who were to be elected by State legislatures, so as to take their acts and this branch of Congress out of the range of direct responsibility to the electorate. By the Constitution, the Senators are declared United States officers, representing, in theory, the whole Republic, though elected to office by particular, individual States, two to each State. As a political creation, therefore, the United States Senate is unique in the whole history of government. The great powers that the Constitution confers upon the Senate, the method of its creation, the six-year tenure of the individual officer, and the never-dying character of the institution as a body, are all strictly Hamiltonian in their natures, and were conferred with the premeditated design of reducing and minimizing to the last degree the influence, immediate or remote, of the electorate over the lawmaking power of the Government, and in so far as possible to nullify and render as naught every vestige of popular sovereignty.

In providing for the creation of this branch of the National Legislature and fixing its status was found by the convention to be one of the chief difficulties in agreeing upon the charter of our Union, because it involved the autonomy and relative share of the States as such in the conduct of the Federal Government ✱ ✱

This was of little concern to Hamilton, however, so long as the powers conferred on the Senate were in inverse ratio to the Senate's responsibility to the people. Roger Sherman, a delegate from Connecticut, who proposed the plan finally adopted, and who seems to have been chief spokesman for the Hamilton contingent, on May 31, 1787, advocated the election of the lower House of Congress by

the State legislatures, and is reported by Madison as opposing the election by the people, insisting that it ought to be by the State legislatures. "The people," he said, "immediately, should have as little to do as may be about the Government." And this was the actuating motive of the Nationalists when in the following July the convention finally, after long and serious debates, adopted the present Hamiltonian method of electing United States Senators.

#### Against Popular Sovereignty

**W**HEN the Constitution was finished by the Convention and signed, every grant of power it contained, every bar it put up between the people and the Government, every check and balance it imposed on the electorate and on the States was Hamiltonian, and, as far as possible, was constructive of an irresponsible machine. It was aggressive against State sovereignty, against popular sovereignty, and against the spirit of democracy among the electorate of the States. Jefferson and his school were, in truth, on the defensive, and the battle resulted in a victory for what exactly at that time was needed—and all that the conditions then warranted—a union of States under a centralized government. Conditions were not then ripe for Rousseauism, in the application of popular sovereignty, on a national scale. But witness the fifteen amendments to the Constitution and observe this curious fact: Every single one of them, in its last analysis, is a recognition of the sovereign rights and powers of the people as against both the sovereignty of the State, as such, and that of the Federal Government. They are the people's bill of rights.

#### Conditions Have Changed

**I**N the last one hundred twenty years conditions have greatly changed. Electricity and steam, the telegraph, telephone, railroad and steamboat have established media of instantaneous intercommunication of ideas and rapid co-operation of action of the individual units of society. Centralization of government, business, and the individual units of society is the inevitable result of the evolution of civilization. With this centralization comes increased power, and to insure the proper use of same it must be correlated with increased responsibility and accountability, which should go together.

#### Responsibility and Accountability

**T**O insure good service, responsibility and accountability must go together. Whatever an individual is responsible for, he should to the same degree be accountable for. Under delegated government he is accountable to the political boss, who in most cases is but the agent of the largest campaign contributor, at best a shifting accountability, because of the relative fluctuations of contributions and contributors. Under popular government like the Oregon system the accountability is always to the composite citizen—individual unknown—always permanent, never changing, the necessitated result being that the public servant must serve the composite citizen who represents general welfare or be recalled, where the recall exists, or fail of re-election where an efficient direct primary exists.


The greater the centralization of power, the wider should be the distribution of accountability. Where the accountability is to the individual, the payment will be personal, meaning necessarily special privilege or serving a selfish interest. Where the accountability in government is to the composite citizen—that is to say, the electorate, or, in corporate business, to all the stockholders—the inevitable result is necessitated service for the general welfare of all, or the earliest possible elimination of the servant, whether public or corporate.

#### Accountability Through Direct Primary

**R**EPEAT that the securing of proper accountability of government and corporate officials is one of our greatest national problems. The solution is simple: in government, direct accountability of all public servants to party and general electorates. This can only be secured by the people selecting all their public servants through direct primaries, and minimizing the misuse of money through comprehensive corrupt-practices acts, with the ultimate absolute elimination of all political machines, conventions and caucuses. In business, rigid responsibility of the commercial force to the police force of society. In corporation management, primary responsibility to government, equal obedience to laws, and equal accountability to stockholders, giving the Government and the stockholders the fullest publicity of its operations, including absolute honesty and simplicity of its accounts,

thus protecting the rights of the people and insuring to all the stockholders proportional enjoyment in the fruits of successful management, resulting in far greater stability for values and an infinitely greater market for its securities.

#### "Oregon System" Best to Date


 REGON has evolved and demonstrated the best-known solution of the governmental problem to date. It incorporates: The Australian ballot, which insures the honesty of elections.

The registration law, which guards the integrity of the privilege of American citizenship—participation in government.

The direct primary, which absolutely insures popular selection of all candidates, and establishes the responsibility of the public servant to the electorate and not to any political boss or special interest.

The initiative and referendum, which is the keystone of the arch of popular government, for by means of this the people may accomplish such other reforms as they desire. The initiative develops the electorate because it encourages study of principles and policies of government and affords the originator of new ideas in government an opportunity to secure popular judgment upon his measures if eight per cent of the voters of his State deem the same worthy of submission to popular vote. The referendum prevents misuse of power temporarily centralized in the legislature ❖ ❖


#### Community Action is For General Welfare

 UNHESITATINGLY assert that under the initiative the people not only will not, but can not enact legislation against general welfare. Self-interest is the dominant force of humanity. Probably in a majority of cases self-interest descends into selfish interest. No two people ever have been or probably ever will be exactly alike; consequently, because of the difference of the personal equation of the individual units of society and the resultant difference in the self or selfish interest dominating each individual unit where they act collectively, as they do under the initiative, an immense number of different forces are liberated, each struggling for supremacy and thus engendering friction, so that before any community action can be established, this attrition must wear away the selfish interests, and general welfare, accord-

ing to the majority view of the community, absolutely control the community action ❖ The initiative and recall must stand or fall together. If right in my assertion that the people under the initiative can not legislate against general welfare, neither will they by the same process of deduction ever recall a public servant who serves general welfare. If they are qualified to select their judges, they must be equally qualified to recall them. Judges, like all other public servants, are elected because of anticipated good service and would be recalled only for demonstrated bad service.

The corrupt-practises act is necessary as a complement to the initiative and referendum and the direct primary, for without the corrupt-practises act these other features of popular government could be abused. The publicity pamphlet provided for by the corrupt-practises act affords all candidates for nomination or election equal means of presenting before the voter their views upon public questions, and protects the honest candidate against the misuse of money in political campaigns. Under the operation of this law popular verdicts will be based upon ideas, not money; argument, not abuse; principles, not boss and machine dictation.

#### Power of Federal Machine

 HE presidential preference bill destroys the power of the Federal machine—prevents a President renominating himself, except by demonstration of good service—absolutely destroys the possibility of any President naming his successor, and relieves Presidents of any obligations to political bosses, campaign contributors, national committeemen or national delegates, thus transferring the obligation from any known individual to the composite citizen, where it belongs ❖ ❖

Under the machine and political boss system the confidence of sincere partisans is often betrayed by recreant leaders in political contests and by public servants who recognize the irresponsible source of power to which they are responsible. If the enforcement of the Oregon laws will right these wrongs, then they were conceived in wisdom and born in justice to the people, in justice to the public servant, and in justice to the partisan ❖ ❖

Plainly stated, the aim and purpose of these

laws is to destroy the irresponsible machine and to put all elective offices in direct touch with the people as the real source of authority—in short, to give direct and full force to the ballot of every individual elector and to eliminate dominance of corporate and corrupt influences in the administration of public affairs. The Oregon laws mark the course that must be pursued before the wrongful use of corporate power can be dethroned, the people restored to power, and lasting reform secured. They insure absolute government by the people.

Electors who believe in the validity and importance of their sovereign citizenship, in their own intelligence, and in their own capacity to think and act for themselves politically, should study these Oregon laws, and in their respective States and communities should work for the adoption of similar laws, should question all candidates for legislative offices as to their attitude upon these measures, support only such candidates as pledge themselves to work diligently for the adoption of similar laws, and defeat candidates declining to make public declarations. ❀

#### Senators Ruled by Campaign Contributors

✱ It is generally believed that for decades members of legislatures not nominated under efficient direct primaries and corrupt-practices acts have owed their nomination and election to the political boss representing and supposedly protecting the interests of the largest corporation or individual campaign contributor. ❀ Thus is established such an actual or effective control as to make impossible the election of any candidate to the United States Senate who may be unsatisfactory to the largest campaign contributor. ¶ No man can be elected United States Senator by an uninstructed legislature without knowing the individual members to whom he is primarily obligated for his election, and, what is still worse, in many instances, knowing the political boss, campaign contributor, or special interest dominating a sufficient number of legislative members to prevent his election unless by an agreement, expressed or implied, to favor and protect with national legislation the dominant interest.

Where a Senator is selected by the composite citizen, either of his party or the general electorate, obligation to any individual is

destroyed and in place thereof substituted the obligation to the composite citizen, which can only be paid by rendering the best possible service for the general welfare. From every possible viewpoint, this substitution of necessitated service to general welfare instead of obligation to the individual members of the legislature is most desirable. It insures better service to the Nation and the State, greater independence of action, removal of temptation and possible scandal from the members of the legislative assembly, and directly benefits all personal liberty and property-rights incident to good government. ¶ The opponents of the direct election of Senators and other features of popular government have utterly failed to point out anything in American history that justifies even the suggestion that the people acting in the composite might act unwisely. ❀

The persistent recital of crime by the newspapers begets crime to an extent that no man can compute. ❀

## The Vaccination Question

By Alfred Russel Wallace



WILL here say a few words about a subject in which I take a great interest, and upon which I have ventured to express views contrary to those held by the orthodox authorities.

I was brought up to believe that vaccination was a scientific procedure, and that Jenner was one of the great benefactors of mankind. ❀ I was vaccinated in infancy, and before going to the Amazon I was persuaded to be vaccinated again. My children were duly vaccinated, and I never had the slightest doubt of the value of the operation—taking everything on trust without any inquiry whatever—till about Eighteen Hundred Eighty, when I first heard that there were anti-vaccinators, and read some articles on the subject. These did not much impress me, as I could not believe so many eminent men could be mistaken on such an important matter.

A little later I met William Tebb, and through him was introduced to some of the more

important statistical facts bearing upon the subject. Some of these I was able to test by reference to the original authorities, and also to the various Reports of the Registrar-General, Doctor Farr's evidence as to the diminution of smallpox before Jenner's time, and the extraordinary misstatements of the supporters of vaccination. Mr. Tebb supplied me with a good deal of anti-vaccination literature, especially with "Pearce's Vital Statistics," the tables in which satisfied me that the claims for vaccination were enormously exaggerated, if not altogether fallacious. I also now learned for the first time that vaccination itself produced a disease which was often injurious to health and sometimes fatal to life, and I also found to my astonishment that even Herbert Spencer had long ago pointed out that the first compulsory Vaccination Act had led to an increase of smallpox. I then began to study the Reports of the Registrar-General myself, and to draw out curves of smallpox mortality, and of other zymotic diseases (the only way of showing the general course of a disease as well as its annual inequalities), and then found that the course of the former disease ran so generally parallel to that of the latter as to disprove altogether any special protective effect of vaccination ❧ ❧

#### Vaccination Useless and Dangerous

❧ S I could find no short and clear statement of the main statistical facts adverse to vaccination, I wrote a short pamphlet of thirty-eight pages, entitled "Forty-five Years of Registration Statistics Proving Vaccination to be Both Useless and Dangerous." This was published in Eighteen Hundred Eighty-five, and it had the effect of convincing many persons, among whom were some of my personal friends.

A few years later, when the Royal Commission on Vaccination was appointed, I was invited to become a member of it, but declined, as I could not give up the necessary time, but chiefly because I thought I could do more good as a witness. I accordingly prepared a number of large diagrams, and stated the arguments drawn from them, and in the year Eighteen Hundred Ninety gave my evidence during part of three days. As about half the Commissioners were doctors, most of the others gave way to them. I told them, at the beginning of my evidence, that I knew nothing

of medicine, but that, following the principle laid down by Sir John Simon and Doctor Guy, that "the evidence for the benefits of vaccination must now be statistical," I was prepared to show the bearing of the best statistics only. Yet they insisted on putting medical arguments and alleged medical facts to me, asking me how I explained this, how I accounted for that; and though I stated again and again that there were plenty of medical witnesses who would deal with those points, they continually recurred to them; and when I said I had no answer to give, not having inquired into those alleged facts, they seemed to think they had got the best of it. Yet they were so ignorant of statistics and statistical methods that one great doctor held out a diagram, showing the same facts as one of mine, and asked me almost triumphantly how it was that mine were so different. After comparing the two diagrams for a few moments, I replied that they were drawn on different scales, but that with that exception I could see no substantial difference between them. The other diagram was on a greatly exaggerated vertical scale, so that the line showing each year's death-rate went up and down with tremendous peaks and chasms, while mine approximated more to a very irregular curve ❧ But my questioner could not see this simple point; and later he recurred to it a second time, and asked me if I really meant to tell them that those two diagrams were both accurate, and when I said again that though on different scales both represented the same facts, he looked up at the ceiling with an air which plainly said, "If you will say that you will say anything."

#### "The Wonderful Century"

❧ HE Commission lingered on for six years, and did not issue its final report till Eighteen Hundred Ninety-six, while the evidence, statistics and diagrams occupied numerous bulky blue-books ❧ The most valuable parts of it were the appendixes, containing the tables and diagrams presented by the chief witnesses, together with a large number of official tables and statistics, both of our own and of foreign countries, affording a mass of material never before brought together. This enabled me to present the general statistical argument more completely and forcibly than I had done before, and I



devoted several months of very hard work to doing this, and brought it out in pamphlet form in January, Eighteen Hundred Ninety-eight, in order that a copy might be sent to every member of the House of Commons before the new Vaccination Act came up for discussion. This was done by the National Anti-Vaccination League, and I wrote to the half-dozen members I knew personally, begging them to give one evening to its careful perusal. But so far as any of their speeches showed, not one of the six hundred and seventy members gave even that amount of their time to obtain information on a subject involving the health, life and personal freedom of their constituents. Yet I know that in no work I have written have I presented so clear and so conclusive a demonstration of the fallacy of a popular belief as is given in this work, which was entitled "Vaccination a Delusion: Its Penal Enforcement a Crime, Proved by the Official Evidence in the Reports of the Royal Commission." This was included in the second part of my book, "The Wonderful Century," published in June, Eighteen Hundred Ninety-eight, and was also published separately in the pamphlet form as it continues to be; and I feel sure that the time is not far distant when this will be held to be one of the most important and most truly scientific of my works.

Getting old is simply a bad habit. A man who thinks he is old, is.

## Musings of a Man

By Bert Moses



It is difficult to say whether health makes happiness, or happiness makes health, but one can not exist without the other.

Bad habits make bad health, and things in bottles do not cure, because they do not get at the cause.

Bestow congratulations sparingly. When continued indefinitely they become chestnuts.

What you do is not half so important as doing what you do well. If your eye sees no further than the pay-envelope Saturday night, you need not antici-

pate being elected President of the company when a vacancy next occurs.

The original man is he who knows how to "swipe" and get away with the swag.

The rewards awaiting the honest politician are priceless, but none has yet appeared who measures up to the full specifications.

A careful search of the records goes to show that "chewing the rag" can not be depended upon to change results.

Men generally are not so bad, nor women generally quite so good, as common report has it.

Nothing pleases a man more than discovering a new way to comb his hair so that the bald spot will be less conspicuous.

Before blaming the man who stumbles, you had better see what sort of burden he has on his back.

History repeats, but usually at a time when you have no bet up.

Labor is the only prayer that is ever answered.

## Truth

By Ernest Crosby

OUR highest truths are but half-truths. Think not to settle down forever in any truth.

Make use of it as a tent in which to pass a summer night, but build no house of it, or it will be your tomb.

When you find the old truth irksome and confining,

When you first have an inkling of its insufficiency, and begin to descry a dim counter-truth looming up beyond,

Then weep not, but give thanks.

It is the Lord's voice, whispering, "Take up thy bed and walk."

The truth is one with the way and the life;

It is the climbing, zigzag road which we must travel;

It is the irrepressible growth which we must experience.

Hail the new truth as the old truth raised from the dead;

Hail it, but forget not that it too will prove to be a half-truth;

For sooner or later we shall have to dismiss it also at another and loftier stage of our journey.

# Shoes, Efficiency and Happiness

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HERE is no blessing like a pair of healthy feet, and no aid to efficiency like feet which are never indisposed. ¶ James S. Coward is helping to develop efficiency in men by making Shoes that give the feet a chance. Why insist on seeing the label on your groceries, and buy any old make of Shoe so long as they look well? ¶ Pain may prove to you that you are alive, but it never helped any one do good work. Foot pain has caused as much failure as all other pains combined. Successful men walk naturally and easily.

Health of the body is cultivated for its own beautiful sake. Health is joy, power, beauty, strength. There is a sweet recompense in doing the right thing by your feet. They give you efficiency and happiness.

Coward Shoes are for those who want to treat their feet right. Coward Shoes always look well, fit well, and are perfectly easy in every way. They are first quality in material, workmanship and design.

Mr. Coward has put a great deal of thought into his Shoes, more thinklets than most people would ever imagine could be put into the subject of Shoes. When you place your Shoe wants in Mr. Coward's hands, you are putting them up to a man who has honestly thought out foot and shoe problems to your eternal benefit. ¶ Mr. Coward has a well-organized Mail-Order Department. You can buy by mail as well as in person. Develop your efficiency by clothing your feet with Coward Shoes.

*Coward "Special" Shoes for special needs:*

*The Coward Good-Sense Shoe (made especially for tender feet)*

*The Coward Straight-Last Shoe (for slim, straight, slender feet)*


*The Coward Bunion Shoe      The Coward Arch-Support Shoe*

*The Coward Combination Shoe      The Coward Orthopedic Shoe*

*Send For the Instructive Coward Booklet.*

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on the grave  
of a great, dead  
industry, *and*  
boast to a multi-  
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# THE FRA

EXPONENT OF  
THE AMERICAN  
PHILOSOPHY

Vol. VIII

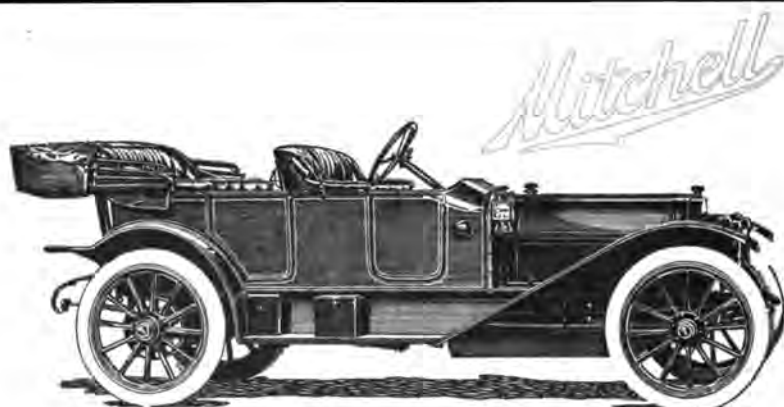
NOVEMBER, 1911

No. 2



WILLIAM MORRIS

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# THE FRA



EXPONENT : OF  
THE AMERICAN  
PHILOSOPHY :



Vol. 8

NOVEMBER, 1911

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☾ An Ounce of Loyalty is  
Worth a Pound of Cleverness

Single Copies, 25 Cents; by the Year, Two Dollars; Foreign Postage, 75 Cents Extra

Elbert Hubbard, Editor and Publisher, East Aurora, New York

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## THE OPEN ROAD A FOOT WITH THE FRA

### Presidential Booms



ALL over the United States are being quietly formed Woodrow Wilson Clubs—that's all! Woodrow Wilson is a Democrat. There are two kinds of Democrats—and the President of Princeton seems one of the other kind.

America has never seen but one sure-enough Democrat, and this was Thomas Jefferson. What the world wants today is to catch up with

Thomas Jefferson, and if it can do so by way of Woodrow Wilson it might go further and fare worse.

The boom that starts too early is apt to get frost-bitten. But in any event, it is a fine thing to get this man Wilson before the plain people, and let them see that a man can be a college president and still have a big, generous view of things. God knows it is a unique thing for a college professor to reveal such a goodly glint of commonsense!

On the other hand comes La Follette—short,

small, aggressive, with the fighting face. Not exactly the Samurai fighting type, because the Samurai is not a talker. In fact, Brother Togo does not understand the English language—at least nobody knows how much he understands and how much not.

Thomas Edison is deaf, but even his closest friends say that he can hear things when the wind is East which at other times fail to touch his tympanum.

Harriet Martineau was deaf, and used to congratulate herself on it, saying, "There are so many things said anyway that one should not hear!"

But La Follette's hearing is normal, plus. He hears everything, and sees everything, and slams things back with vim, vigor and vitality.

☾ I see that La Follette is said to be a poor man. Poverty is a disgrace, or should be, in this country. A man with La Follette's ability should be worth a goodly sum of Taft dollars—not absurdly rich, but just comfortably so.

The fact is, La Follette is not a businessman. Big business is to him a bugaboo. He does not realize that it is big business that tunnels mountains, builds bridges, constructs rail-

roads, and causes prosperous cities to spring up where before were only sage and cactus. ¶ With railroad rates based on a cost physical valuation, La Follette seems to think the railroads would have been evolved just the same. Let the State own the monopolies, he says. This certainly listens good, but we must realize that the State at the last is made up of men, and where there are no men there is no State, and the quality of the State turns on the quality of the men who control it.

If rogues are in control of the monopolies now, these same rogues will get a grip on the State, put everybody out of office, and install a new deal; and unless we change the nature of mankind, the same boys will again have all the pennies.

#### A Business Administration

**E**NLIGHTENED self-interest is the thing we want just now. Cultivate a sensible selfishness and give everybody an opportunity, and nothing else. Nobody should ask for anything but a chance.

Today in America there is no problem of the unemployed. Everybody can get work who is willing to work, or wants to work, and this will be so unless the business-baiter is able to effect his ambition.

The demagogue is a politician whose business is to stand on the grave of a great, dead industry, and boast to an admiring multitude of unemployed of his bloody deeds.

Few agitators are also executives. We need La Follette as an agitator. La Follette is doing good work right where he is. But to make him President of the United States would be throwing a monkey-wrench into the machinery. La Follette has a wonderful facility for figures—and some of his figures lie like epitaphs. They are prepared for the purpose of indictment, not construction. All La Follette creates is statistics. ☞ ☞

We need a businessman for President: one who knows how to look a payroll in the eye, and who realizes that to kill business initiative is to form a bread-line and make soup-houses a necessity. ☞ ☞

Taft is doing pretty well. His four years' experience has been a great school. Perhaps we had better not give him the recall!

Specialization means the ability to focus all of your energies on one thing.

## The Mona Lisa



ON the walls of the Louvre for nearly four hundred years has hung the "Mona Lisa" of Leonardo da Vinci. ☞ This picture has been the exasperation and inspiration of every portrait-painter who has put brush to palette. Well does Walter Pater call it, "The Despair of Painters."

Leonardo's dying regret was that he had not completed this picture. ☞ And yet we might say of it, as Ruskin said of Turner's work, "By no conceivable stretch of imagination can we say where this picture could be bettered or improved upon."

The painter made the picture for himself, but succumbing to temptation sold it to the King of France for a sum equal to eighty thousand dollars—an enormous amount at that time to be paid for a portrait.

Unlike so many other works attributed to Leonardo, no doubt exists as to its authenticity. The correspondence relative to its sale still exists, and even the voucher proving its payment may yet be seen.

We call the "Mona Lisa" a portrait, and we have been told how La Gioconda sat for the picture, and how the artist invented ways of amusing her, by stories, recitations, the luring strains of hidden lutes, and strange flowers and rare pictures brought in as surprises to animate and cheer. ¶ That Leonardo loved this woman we are sure, and that their friendship was close and intimate the world has guessed; but the picture is not her portrait—it is himself whom the artist reveals.

Away back in his youth, when Leonardo was a student with Verrocchio, he gave us glimpses of this same face. He showed this woman's mysterious smile in the Madonna, in Saint Ann, Mary Magdalen, and the outlines of the features are suggested in the Christ and the Saint John of the "Last Supper." But not until La Gioconda had posed for him did the consummate beauty and mysterious intellect of this ideal countenance find expression.

#### The Riddle of the Universe

**T**HERE is in the face all you can read into it, and nothing more. It gives you what you bring, and nothing else. It is as

silent as the lips of Memnon, as voiceless as the Sphinx. It suggests to you every joy that you have ever felt, every sorrow you have ever known, every triumph you have ever experienced ☞ ☞

This woman is beautiful, just as all life is beautiful when we are in health. She has no quarrel with the world—she loves and she is loved again. No vain longing fills her heart, no feverish unrest disturbs her dreams, for her no crouching fears haunt the passing hours—that ineffable smile which plays around her mouth says plainly that life is good. And yet the circles about the eyes and the drooping lids hint of world-weariness, and speak the message of Koheleth and say, "Vanity of vanities, all is vanity."

La Gioconda is infinitely wise, for she has lived. That supreme poise is only possible to one who knows. All the experiences and emotions of manifold existence have etched and molded that form and face until the body has become the perfect instrument of the soul.

☞ Like every piece of intense personality, this picture has power both to repel and to attract. To this woman nothing is necessarily either good or bad. She has known strange woodland loves in far-off eons when the world was young. She is familiar with the nights and days of Cleopatra, for they were hers: the lavish luxury, the animalism of a soul on fire, the smoke of curious incense that brought poppy-like repose, the satiety that sickens—all these were her portion; the sting of the asp yet lingers in her memory, and the faint scar from its fangs is upon her white breast, known and wondered at by Leonardo who loved her.

Back of her stretches her life—a mysterious purple shadow. Do you not see the palaces turned to dust, the broken columns, the sunken treasures, the creeping mosses and the rank ooze of fretted waters that have undermined cities and turned kingdoms into desert seas?

The galleys of pagan Greece have swung wide for her on the unforgetting tide, for her soul dwelt in the body of Helen of Troy, and Pallas Athene has followed her ways and whispered to her even the secrets of the gods. Aye! Not only was she Helen, but she was Leda, the mother of Helen. Then she was Saint Ann, mother of Mary; and next she was Mary, visited by an Angel in a dream,

and followed by the Wise Men who had seen the Star in the East. The centuries, that are but thoughts, found her a Vestal Virgin in pagan Rome, when brutes were kings, and lust stalked rampant through the streets ☞ She was the bride of Christ, and her fair, frail body was flung to the wild beasts, and torn limb from limb while the multitude feasted on the sight.

True to the central impulse of her soul, the Dark Ages rightly called her Cecilia, and then Saint Cecilia, mother of sacred music, and later she ministered to men as Melania, the Nun of Tagaste; next as that daughter of William the Conqueror, the Sister of Charity who went throughout Italy, Spain and France and taught the women of the nunneries how to sew, to weave, to embroider, to illuminate books and make beauty, truth and harmony manifest to human eyes.

And so this Lady of the Beautiful Hands stood to Leonardo as the embodiment of a perpetual life; moving in a constantly ascending scale; gathering wisdom, graciousness, love, even as he himself in this life met every experience half-way and counted it joy, knowing that experience is the germ of power. ☞ Life writes its history upon the face, so that all those who have had a like experience read and understand.

The human face is the masterpiece of God ☞

You can think big thoughts just as easily as you can little ones.

## Admiral Togo



ADMIRAL TOGO recently made a tour through the United States as a guest of the Government ☞ ☞

The Admiral has done something beside supplying a name for one hundred thousand dogs ☞ ☞

Togo is five feet two inches high, and weighs one hundred twenty pounds in the shade. He belongs to the Samurai caste, that is, the aristocratic fighting class ☞ ☞

Bred for war, he is in fact the great original boy scout. The Samurai stand for the entire list of military virtues which Thompson-Seton

has put before the world so vividly; that is to say, loyalty, truthfulness, honor, integrity, health, self-reliance, and the silent and prompt obedience of orders.

America as a country suffers from the proclivities of the genus buckwheat—that is, the native villager, who talks all day to everybody on any subject and seldom says anything. This kind of man lives either in his garret or in his sub-cellar, and a good deal of the time is talking through his roof.

All people who revel, roll and wallow in their emotions are cast down in defeat and exultant in victory. The Samurai accept everything as it comes and count it good—even death itself. And life itself is a small affair when it comes to giving it away in a good cause. This gives you a type of man that is pretty nearly invincible. He can not be stampeded, bribed, bought or panic-stricken.

When Togo was asked if a fighting mental attitude did not tend to inefficiency in practical affairs, a slight ghost of a smile passed over his stolid face and he replied: "Life itself is a fight. Our enemies are inertia, indifference, selfishness, and love of ease and pleasure. To overcome these enemies requires the fighting attitude ♣ When a man ceases to fight he is a dead one. The same virtues that cause a man to succeed in war when applied to business will make him a success there. The Samurai now are going into trade. The aristocracy of idleness is passing from Japan, just as it is passing from America. We are becoming a world of workers; and we discover that the qualities which make a good soldier also evolve a good citizen."

¶ Here Togo relaxed into his habitual and becoming silence.

It was a dignified and beautiful silence, self-sustained and self-reliant. ¶ While the man is in his sixties, he looks forty; and it is this absence of nerves, the quiet physically economic attitude, that saves him.

To lose your temper, to fling epithets, to raise your voice, are to Togo all trails to Tophet.

#### Who Is It Needs Conversion?

✱ T is coming across the best minds in America that if we had sent missionaries to Japan in order to learn of the Japanese, instead of trying to convert them to our social and religious system, it would have been just as well for the Japanese and a good deal better for us.

Nations must get acquainted with one another, just as individuals should, in order to have a fair and proper understanding ♣ Electricity and quick transportation have practically made the world one.

Once, in the Mitre Tavern in London, Doctor Johnson and little Oliver Goldsmith sat at a table. A man came in and took his seat in an opposite corner ♣ Johnson leaned over and said to little Oliver, "Goldie, I hate that man."

And Goldie answered, "Who is he?"

Doctor Johnson rolled and rocked in his seat, sputtered, winked, and then said, "Goldie, I do not know who that man is; but if I knew him I would love him."

Most of the hate of the world has come through not knowing people.

The quiet intelligence, appreciation and courtesy of Togo and his suite have been a great enlightener to a vast number of people in high places.

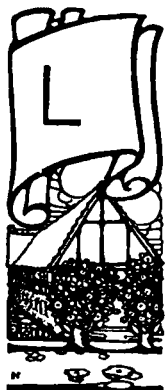
Togo looks like a quail in a stubble-field. There is nothing of the big, pompous or wonderful in the man. He does not travel with a brass band. He accepts everything, is grateful for everything, sees no slights, expects no insults.

Togo was able to withstand the cannon-balls of the Russians, but Boston codfish-balls and a few volleys of beans laid him low ♣ The only criticism the Admiral had to offer on America was a gentle suggestion that banquets belong to the age of the savage, and he was slightly surprised that we placed so much emphasis on our eating.

Togo was deeply interested in the Arbitration Treaty, signed between the United States and Great Britain and the United States and France. He said that he proposed to lay the matter before his own Government when he returned, and he believed it was very probable that a similar treaty would be signed between America and Japan.

♣ THE International Harvester Company, The General Electric Company, The Pennsylvania Railroad Company, and other big concerns have schools for their employees, where young men and women are earning a living and at the same time being taught how to become more efficient and thus be able to take important positions ♣ Able men were never in such demand as they are today.

## How To Write Well



LITERATURE is not running quite as much to the acre as it once did. However, just the same, good writers are becoming plentiful. Special honor to authors had its rise when to write at all was more or less of a miracle. To think is the real achievement. To write is merely a knack.

The best authors of the future will be businessmen. Out of the plenitude of their experiences they will tell us what they know.

A healthy literature is not one reinforced by booze and bromide. Work is its inspiration, not rest, rust, and chasing the genus chip-weigh. To make a profession of an art is to degrade it. All really big work is done by amateurs ♣ ♣

Some years ago at college I read, on compulsion, a book of rhetoric. Reasons were to me then as plenty as blackberries, and I recollect that on examination my answers given to this, that and the other were so glib and trite, and my thesis so amusing, that I carried off a prize.

But during the struggle for prizes that have a value as collateral, the prize and the rhetoric were forgotten. Yet Fate decreed it so, and one day last week I met a Harvard youth, whose ambition was literature, and he was in the grinding turmoil of a volume. He was studying on compulsion, with intent to work off a condition, and the book he was reading with such violence was the rhetoric of my college days.

With a flush of pride it came to me that I was a prize man, and I offered, out of the goodness of my heart, to tutor the youth, so that after five lessons of an hour each, he could grind the condition to powder ♣ To prove my fitness the young man asked me a few questions, and alas! all the beautiful truths and facts of the rhetoric had slipped me, save this alone: "The three requisites in correct writing are clearness, force and elegance."

Professor Adams Sherman Hill, who wrote the rhetoric, used to begin every address on literature with this peculiar formula ♣ Professor Barrett Wendell, heir-apparent to his

ideas and chair, did the same, and the shock-headed youth, who occupied the same relation to the professorship that the Duke of York does to the throne of England, always settled himself in his seat with his elbows on the table, coughed gently, and prefaced his lecture by saying to the admiring freshmen, "Gentlemen, the three requisites in correct writing are clearness, force and elegance."

### Making an Impression

★ HAVE a clerical friend, who, being much before the public, is often called upon unexpectedly to reduce mental calculi. Being a man of force and not a man of power he never says, "I do not know," but always boldly faces the problem after this manner: ¶ "My friends, this subject naturally divides itself under three heads, firstly"—Here he states some general commonplace for the first head, and casts about in his mind for the other two; having secured them, he launches forth with much emphasis on some other theme and carries all before him. His swashing and martial manner makes him everywhere a great success.

He is considered one of the most prodigious men in his denomination. ¶ And I am fully convinced that a painstaking show of system is one of the first essentials in making a favorable impression on the unthinking many.

When a rhetorician flashes his "heads" and "divisions" and syllogisms and analyses and figures upon us, we are so lost in bedazzled admiration that we can only lift up our hands and say, "My God, what a system!"

But what he says makes no impression.

Good work never comes from the effort to be "clear," "forceful" or "elegant." Clear to whom, forsooth? And as for force, it has no more place in letters than has speed ♣ Power in art there surely is, but power is quite a different thing from force. Power is that quality by which change is wrought; it means, potentially, potency. The artist uses only a fraction of his power and works his changes by the powder that he never explodes; while force means movement, action, exertion, violence, compulsion.

"Clearness" should be left to the maker of directories, "force" to the auctioneer, and "elegance" to the girl at the button-counter. ¶ Cultivate the heart and intellect and allow Nature to do the rest. For, while it is still a mooted question whether a man's offspring



after the flesh are heirs to his mental and spiritual qualities, it is very sure that the children of his brain are partakers in whatsoever virtue that his soul possesses.

Let the writer have a vivid idea of what he is getting at, and then express it so that it is at the moment clear to his other self, that self which looks on over the shoulder of every man, indorsing or censuring his every act and thought and deed.

The highest reward of good work consists in the approbation of this other self, and in that alone. Even though the world flouts it all, you have not failed. "I know what pleasure is," said Stevenson, "for I have done good work." ¶ Write as you feel, but be sure that you feel right.

Precept is beautiful, but spiritual technique is the thing to be desired.

## The Tyranny of Fashion



RECENTLY there has been a very serious strike of the garment-makers in the city of Cleveland.

Many thousands of dollars have been lost through the disruption of trade, through the loss of time, and, worst of all, the engendering of hate, suspicion, the desire for revenge, and all the disease and misery that follow idleness and broken business ties.

At least three deaths have followed through violence, and how many more through the evolution of the gloom germs no man can say. ¶ My heart goes out to the striker in sympathy, because if any man needs a friend he is the particular one, for often he has failed to be a friend to himself.

The striking policy very seldom indeed leads anywhere except to defeat.

Even if a transient victory is achieved, it is charged up on the books, and the striker pays for his victory dearly a little later on.

Just what the immediate cause of this Cleveland strike was I can not say, but I know the original culminating cause was the tyranny of fashion.

The people who make women's garments are idle about one-half the time, and the other

half of the time they are worked like galley-slaves. The speeding up, the rush, the push, the crush, the worry, the excitement, the depression, all this hurly-burly is caused by this one thing of fashion, alone.

Dealers will not buy until they know positively what the fashions for the coming season are to be. They wait for the vogue. Then they buy, and they want the things by Saturday night. Then comes the lash, the crack of the whip, and the workers bend to their tasks to a point reaching the breaking strain; and when their nerves can stand it no more, the strike follows.

### Fashion's Foreign Dictators

TO be out of fashion is to be in misery.

Fashion decrees that a woman's cloak, say, should take the form of a jacket like unto that worn by the bull-fighters.

Next year this jacket falls to the knees in the form of a cloak.

The next year it may be to the hips. Two rows of buttons, or one, mean social position or out of the swim. Then follows dire waste, through the necessity of a woman throwing away a garment that might be worn for several years were it not for the fact that it is out of fashion.

¶ I speak here of the fashion of women's clothes; but the same sad condition, in degree, exists in man's apparel also, and causes the sweatshop methods to prevail for six months of the year.

Then follows idleness, and plenty of time to waste all the money that has been saved. Imagine, too, the people of moderate incomes where the wife must have the new dress or the new cloak in order to be in fashion; the gentle protest, and finally the quibble which evolves into a quarrel between man and woman over the matter of how much a wife shall spend.

There is no other existing cause, I believe, that leads to so much marital misery as this thing of fashion.

The average woman feels that she can not go out in society unless she is clothed in fashionable attire. She does not realize that her acceding to the demands of fashion may cause the murder of a garment-worker in Cleveland—seemingly so separated are causes from events! But the murders in Cleveland can be traced directly by the psychologist to the dictates of the people who launch the fashions in Paris, London and New York.

### The Automobile Waste

**A**NOTHER fearful form of waste is manifested just now in the fashion in automobiles. The difference between the Nineteen Hundred Ten and the Nineteen Hundred Eleven model consisted practically in just one thing, and that is, the fore doors.

Any man who bought an automobile in Nineteen Hundred Eleven without the fore doors advertised himself as a cheap skate—or at least he thought he was so advertising himself.

¶ For all practical purposes the automobile without the fore doors is preferable to the one with. I have automobiles of both types, and find a decided objection to the fore doors, which need not here be stated. Let the men that want the fore doors have them, but why should we all be socially ostracized because we ride in an automobile without the fore doors!

I visited the great and splendid automobile factories of the Willys-Overland Company at Toledo last week. There I was shown an actual acre of automobile bodies, made with open doors, in anticipation of the trade of Nineteen Hundred Eleven. Beautiful workmanship, grace of lines, strength and efficiency were in these automobile bodies. But, unfortunately, they were built without the fore-door idea. ¶ When the fact became fixed in the popular mind that only the fore-door automobile would go, Mr. Willys, knowing the futility of fighting a popular fetish, carried these automobile bodies out into the open, and there made a bonfire of them.

Here was a terrific economic waste forced upon a manufacturer by the tyranny of fashion. This loss was charged to profit and loss; but I note that Mr. Willys is now agitating a plan whereby the big automobile-manufacturers shall get together and stand out against this iniquitous dictating of an arbitrary fashion. Recently we have heard much about combines in restraint of trade and for selfish and personal reasons, but the real fact is that combines for mutual good are what the country now needs and must have.

I wish the great garment-manufacturers would get together and stifle the arbiters of fashion; just as the automobile-makers are surely going to rise to the level of events, and let commonsense have its way, and cease this senseless, crawling, cringing catering to the fetish of fashion.

### The University Militant



**HAVE** been reading a little book by Charles Ferguson entitled, "The University Militant."

The book is issued by Mitchell Kennerley, which is a guarantee that the volume has enough of the saltiness of time to save it.

This book makes a demand upon your Cosmic Kilowatts. It is no substitute for a box of cigarettes and a popular maga-

zine. In fact, it pays the reader a very great compliment in assuming that he knows a good many things that Ferguson leaves unsaid.

¶ Ferguson has been a lawyer, a clergyman and a journalist. I believe, however, he has abandoned the law, theology has abandoned him, and while he used to be a journalist, he is now only a newspaperman.

The first time I saw Charles Ferguson was in Buffalo in the year Eighteen Hundred Eighty-eight. Samuel Richard Fuller was Rector of Saint John's Episcopal Church. This church was downtown, and the tide of fashionable humanity had forsaken the district and ebbed out toward the Park.

This stranded church Doctor Fuller was endeavoring to make into an institutional concern, being impressed with the popular fallacy that the world was to be saved by its churches and preachers.

The swirl of eloquence introduced by Doctor Fuller caught all of the Great Unchurched, especially the young, the restless, the ambitious—what has been called the stewedless prunes.

Charles Ferguson and I attended for the same reason: we were under the spell of Doctor Fuller's eloquence; we wanted to do something to redeem the world.

Charles Ferguson was impressed by Fuller, and Fuller was impressed by Ferguson, and Ferguson duly became curate and preached on Sunday afternoons, and also on Thursdays at noon, the whole affair being a gentle, non-punishable and reasonable imitation of the work then being done by the Reverend Doctor Rainsford in New York.

Ferguson had the most beautiful and mellifluous voice for intoning the service that

I ever heard. He could have intoned an auction-bill so as to bring tears to the eyes of a brass monkey. A wonderful man is Ferguson! He has run the gamut of theological esthetics to industrial ethics, and been pooh-poohed all along the line, because he is much in advance of any courthouse, church or newspaper, until now he has evolved into a big, generous and able philosopher who wants little and gives much.

The Law of Arrested Development has never caught Ferguson; therefore, I say he is a most extraordinary individual. He can neither be bought, bribed nor coerced.

Being a college graduate, he knows the futility, folly and foolishness of calling a man educated simply because he has a college degree. ¶ What Ferguson pleads for now is a University of the World, and not a University Lim., that is, in a certain locality, managed by villagers, and animated by a belief in exclusion and caste.

Ferguson wants us all to be teachers, all to be scholars, all to be learners. His university is the University of the World, and when we graduate we are shifted to another planet, or, possibly, sent back here for a post-graduate course, all according to the law of the transmigration of souls which Ferguson does not attempt to explain.

In this little book, "The University Militant," the author asks: What is government for? What is the church's mission? What is the School? And then he answers all these questions, seemingly talking to himself.

And it is our delight to overhear him. His voice has a little of the minor key and is quite subdued from the bully bishop's bazoo that I often heard at Saint John's Church, when he used to say, "And there is no health in us," and, "He slew many mighty kings, for His mercy endureth from everla-a-a-a-sting to everla-a-a-a-sting."

Charles Ferguson now has pretty nearly caught up with Thomas Jefferson, who was the only Democrat this country has ever seen.

#### Ferguson's Army

**F**ERGUSON wants to organize an army: not an army of collegiates, politicians, doctors, lawyers, preachers and pedagogues, but an army of men and women who earn their own living; who go forth to their labors until the evening; people who realize somewhat of the conditions under which they live and who

prize life and its opportunities; and who would be self-governing—a conscious, confident army marching upon the strongholds of superstition, theological and political, intent on honesty, industry, utility and beauty.

In every town, village and city ward, Ferguson would have a scientific and artistic recruiting-station ♣ ♣

The world should be one vast university, and we should all be recorded as students. ¶ This being so, an order would be created whereby public opinion would be formed, and we would not be at the mercy of grabberinos, and self-seeking politicians, and theological grafters.

Ferguson believes that any man who is enslaved deserves to be, and that safety lies in a communism of intellect.

We get the governments that we want; in fact, we get anything that we want.

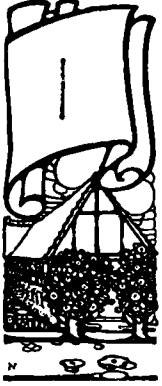
America is not a Democracy. At best, it is a Federated Republic ruled by representatives of the people. But the demos being very busy making money, each one looking out for himself, and his spare time being filled in with suspicions of others, the plunderbund is given opportunity to evolve in Church, State, Schools and Business; and instead of being a government of the people, by the people, for the people, we have a government of graft for grafters and by grafters.

The fact, however, that we are awakening to the truth of the situation gives Ferguson great hope; and so, while his diagnosis seems more or less pessimistic, the man is really an optimist, plus.

He believes that there must and will come a day when the people of America, and of the world as well, will conclude that their safety and happiness lie in organizing a University of Ideas, making it possible for everybody to be educated, and all to have enough money so that poverty, disease, woe, crime and graft will be things that live only in the memory of Clio whose moving pen writes and having writ moves on, nor all your tears shall blot a line of it.

This book, "The University Militant," is good reading for any kind of weather. I do not know of a better book for you to put into your grip; if you do not have a good time on your trip, you will have a good time with the book, and having taken much with you, you will be enriched by bringing much back.

## Thoreau: the Mystic Rebel



IF Emerson and Poe were America's two most significant writers, Whitman and Thoreau were her two most significant figures.

Thoreau was the perfect rebel. He began the "spiritual revolution" long before Ibsen preached it to Brandes.

Without bitterness, without a touch of melancholia, without the slightest evidence of regret he retired from the little world of "practical life" to the infinite universe of Mind and Nature.

His cosmic nonchalance was as sublime as the faith which engendered it; his mysticism was the mysticism sprung from the depths of wonder; his unsociability was not misanthropic, but arose from the fact that he had found another kind of sociability than that demanded by the world; he had become the crony of the Great Comrade. He chummed with Night and Day, and found much to say to the Oversoul.

The law of adaptation to environment—that an organism can survive only on condition that it makes peace with the hostile forces that envelop it and that tend to its destruction—is contradicted absolutely in the case of a mental original like Thoreau. Genius must adapt itself to its hereditaries, to its instincts, to its inner urgings, and stand forever opposed to its physical, social and religious milieu.

Revolt is dissent from environment ☛ All geniuses—seers, poets, prophets—are revolutionists, and from the moment of their birth they are engaged in a constant war to conserve for their own interests the things that are in them. Their greatness is determined by non-adaptation to their environment ☛ For this reason geniuses are shy and retiring. It is their instinct of fear. Once they become molded by their environment they are lost. All things conspire against them. When they mingle with the herd they put on the mask of mediocrity—often the mask of vulgarity—to throw the hounds off the scent. They insulate themselves in non-conductors, and so pass over the deadly coils in perfect safety. ☛ Thoreau would not herd. The come-and-go

of life he recognized as a kind of issueless migration and hibernation. Life in large cities to him was merely the delirium of momentum. People in cities move like fish—little fish—in water or like rats in a cage: guts and gulleys that lead nowhere. These great spectacular cities are a whirl of drunken mænads—a fine study in the propulsive power of delusions. Christ, Heraclitus and Thoreau took to the Desert; the Best finally break into silence. Color, variety, odor, the rise and fall of gladiators battling for the nickel that one of them has dropped in the gutter, the cavalcades of the commonplace—these interest for a little while; but the cry of the Best is for harmony, expansion, and so they take to Dreams—the delirium of contemplation ☛ Here Thoreau was king.

### The Omnipresence of the Soul

WE say dreams are fantastic and absurd; hence they mean nothing. But our daily life must seem absurd, nonsensical, inutile, comic, to one looking on from a higher sphere. A dream is no more irrational than is life as De Maupassant, Heine and Thoreau found it. As absurd as the gestures of harlequins are the deeds we do in dreams; and just as absurd are the deeds we do in this dream called life, wherein mere sequence is confounded with rationality. ☛ As to traveling—who had traveled more than Thoreau? He had been in places that few people could visit. He had seen things that could not be seen in Europe.

The illusion of traveling—that I can escape myself by moving from point to point—arises from the belief that when you move the body you move the mind. The earth is in perpetual movement around the Sun, and in a year's time it has been in millions of different points in space, but it is always enveloped in its own atmosphere; it can not escape its character. All much-traveled people are blase—they have discovered the illusion of movement ☛ ☛


You think stoicism cowardice when it is the greatest of all affirmations. If you refuse to move, evermore you will find yourself flinging off satellites, even universes. Create, watch, understand. Of all fallacies, none is greater than "Seek and ye shall find." Seek NOT and ye shall find. Resign yourself to your demon. Sit still and listen and receive. Men live most in sleep. You are always in

your atmosphere—like the earth, you are always swathed in your genius. Little people must travel. I travel. Kant and Thoreau did not have to.

Thoreau conceived the Soul to be a kind of infinite static eye. The soul was everywhere, partook of all things, was the eucharistic wafer. Thoreau moved from center to center, not from place to place.

His great Truth: drop anchor anywhere, and it will drag—that is, if your soul is a limitless, fathomless sea, and not a dog-pound; never mind your sails—furl them, and bank the fires in the engine-room; sit in the crow's-nest and follow the anchor—from this flowed his nonchalance. Nothing evil could possibly befall him.


### The Struggle Against Circumstance

 HE soul should be agile—always prepared to move. No retreat in the mind is safe against the sudden incursions of the great ancient fatalities that lurk in our unfathomable being. Rather, the deeper we build in the soul our mansions the more we lie open to those things that lie deeper than all dreams, deeper than all conceivable depths. You may make your citadel proof against the hurricanes from without and the lightning-bolt above, but there is no art yet found to frustrate the forces that work from beneath. Beware of the ancient fatalities that lie depth on depth within you.

The drowning man by his frenzied struggling only beats the waters still higher above his head and so makes his fate more certain. So in our struggle against circumstance we set up newer and newer, higher and higher, waves of emotion and of passion that but submerge the understanding and the soul's eyes all the quicker. Lie still and float. Assent to the order of things smashes the tyranny of that order. Approve all that comes to your hand—then cast it away and think no more of it.


Thoreau knew of these fatalities; so he set his soul as one sets a steel trap.

The active man hunts for his destiny—literally, he “pursues his calling.” It is as though the motes that float in the sunlight were to hunt for the sun. Utopia is here and now—it is a condition. If you wait you shall be claimed by your rightful owner; move ever so slightly toward your destiny and you move from a higher to a lower level. You


may seek all your life for the things you need, but if those things you seek do not need you, you will end lamed and mutilated. The man who forces the Northwest Passage will be forced through it seeking something else or while seeking nothing in particular. They who “pursue their calling” pursue the echo of it .

Like Spinoza, Thoreau was an adept in cosmic mathematics. Dissolution is a backyard view of evolution—the mathematics of growth and decay are the same. Growth adds two to two, and makes four; decay divides four by two and makes two. The evolution of a pimple, the involution of a bud, the dissolution of a sun follow one law.

Accident is always perfect, thought invariably bungles. You are carried to port by currents that are on no chart.

If the effects of all our acts could be followed out in all their ramifications for one hundred years, it would be found that the day-long idler had done less harm to his fellow-men than the most industrious man in the community .

### The Divine Adventurer

 HOREAU reached for nothing. Success always satirizes our dream of success. Possession leaves us startled—to have a thing is to have it not. The very rich and the very poor always look bored—disillusioned—for their states of mind are exactly the same. They both circle about the same flame. But there is a mind that circles about its own light—its parallax, aphelion and perihelion. Whether it appears in Benares or Walden, Athens or Weimar—now or not now—the place where it stands is the center of duration, the core of all values. It possesses, but has no possessions; it succeeds, but has no definite successes.

Drowned in the infinitude of space, clamped between-times, crawling from one strait-jacket of circumstance to another straitjacket of circumstance—howbeit we view it—no matter in what terms we apprehend our mortal state, the one tremendous fact remains that we are conscious of this state, that there is that Consciousness which is not drowned in the infinitude of space, clamped between-times, and does not crawl from circumstance to circumstance. It is that which sees our mortal state! This was the basis of Thoreau's riant mysticism.

He laid traps for himself; found himself to be the Divine Adventurer. Man's whole life from the cradle to the grave is only a partial history of himself. The whole of Self is never circled. There are crypts and vaults that have never been forced by the boldest, peaks that have defied the bravest, and possibilities that have forever remained impossibilities. Our dreams are an arc of the Ego; our waking another arc, and the adventure after death another arc. But who shall piece these arcs together and calmly view his own completion from that Center which stands inviolate to all change and motion?

Thoreau's soul wending its way leisurely along the highways of reverie was sometimes suddenly jostled by a great Personage that vanished and was lost in the crowded mental thoroughfares before, startled and amazed, he could turn full upon It.

### The Sense of Mystery

**M**YSTICISM is to feel the mystery of a thing before you have examined the thing. The sense of mystery was Thoreau's first and also his last sense. The five material senses were but the tentacles of that original sense, tentative guesses at a solution of the Enigma.

Wonder rises with insight. The characteristic of the superior mind is amazement, while the inferior intellect is only capable of worship. Amazement begets poets, seers, philosophers. A lifelong wonder at everything that is presented to consciousness is a lifelong growth, the soul's candidature for unseen, undreamed-of modes of existence; while worship, being essentially a moral attitude toward that which knows not us, professes, impliedly at least, to have found a solution to the Great Mystery. Hence, this solution is a stoppage, an end, decay—stagnation, senescence.

If I fly to the zenith I am still at a nadir; if I fly to the nadir I am still at a zenith. And the law that holds in the physical universe holds in the mental universe. My good may be an evil; my evil may be a good—for neither term has anything to do with discoverable ultimates. The bottom of the sea is the top of a mountain; the top of a mountain is the bed of a sea; my highest thought is only a stalactite in this Mammoth Cave of wonders which the glow-worm of consciousness has illumined for a moment. We may

have as many ideas about a single object as that single object is capable of change—which is an infinite number. Who can put his finger on the top or the bottom of a cylinder that revolves quicker than any eye can follow? The mystic of Walden never was foolishly enough to put his finger there. He watched it go round with delight.

To him it was not so wonderful to be immortal as it was to be alive. To be after death is no miracle; to be at all is. If I can not unriddle myself in this Now, how can I hope to do it in a Then? Merely to find myself consciously thinking Here is more extraordinary than merely to go on thinking forever somewhere else.

### The Unique Adventure

RUTH is a matter of perspective; it is a relation of distance, not of "fact" and conception. At a certain point geometrical axioms will seem to be absolute truths; move a pace higher and they become relative truths; move still higher, into the supersensuous world, and they are seen not to be valid at all. Imagination demolishes logic. Before I can speak of Truth I must first find out where I stand, whether I am standing anywhere, and whether the thing I call my truth is not a passing, necessary illusion, whether it is merely a tool or a "find," whether it is a thing I really see or merely part of a perspective.

Culture is not to be measured by book-learning nor yet by experience. It is the manner in which we confront books and experience. It is a frame of mind. It is an attitude. Thoreau would have been a highly cultured mind had he never left his native town or had he never read a book.

The soul awaits the great Event, the great Romance—the Unique Adventure. It never comes to pass, for it has missed it in the expectation. Thoreau expected nothing. Here and now was the Great Event. Life was the Unique Adventure.

**T**RONG men grow through opposition—the plummet of feeling goes deeper, thought soars higher—vivid and stern personalities make enemies because they need them, otherwise they drowse. Then they need friends, too, to encourage: opposition and encouragement—thus do we get the alternating current.



## A Prosperity Wave



ECENT statistics issued by Roger W. Babson, expert statistician, show that our exports, during the year Nineteen Hundred Eleven, will be about twenty-five per cent in advance of those for the previous year.

All of the Western Railroads, leading from Chicago to the Pacific, report the biggest Summer business they have ever had. The New York Central Railroad has handled one-third more excursionists to Niagara Falls than ever before in history.

This latter fact proves just one thing beyond cavil, and that is, the plain people have money to spend. Detached instances of big money-making prove nothing in particular; but when half a million people go to Niagara Falls in a season, just to have a good time, it really looks as if the dollars were pretty evenly distributed.

There is no problem of the unemployed. Anybody now who wants work can get it, and never before in history were wages so high as they are today. The crops are good and prices realized are high. When the farmers are prosperous we are all prosperous. Most of the business of the railroads is to haul the produce of the farmers, and when the farmers have money they go on excursions.

"Old Home Day" in every State and in almost every city is getting to be a big feature. ¶ James J. Hill once said, "It is a great scheme to haul emigrants to the West; but it is a finer thing when the emigrants have grown rich enough so they can make yearly trips back to the old home in the East." And this is just what is occurring now. People are traveling in both directions.

So we get the proposition: When the farmers are prosperous the railroads are prosperous, and when the railroads are prosperous they are buying iron, extending their lines, and making better terminals. We are all better off. ¶ The business-baiter is really getting out of the game. The calamity-howler has no excuse. He is simply ridiculous—that's all!

So let the good times go on: Work for every-

body, higher wages, more work, better homes, furniture, pictures, pianos, clothing, boots and shoes, moving-picture shows, automobiles—let'er go! So long as the money is circulating through the hands of the common people, this country is in no danger.

The chief difference between a wise man and an ignorant one is not that the first is acquainted with regions invisible to the second, away from common sight and interest, but that he understands the common things the second only sees.

## Statehood and the Recall



RESIDENT TAFT knocked the Statehood Bill on the sconce so far as Arizona is concerned. The particular objection of President Taft was to the clause providing for a recall of the Judiciary.

Taft is a judge by training, habit and education; and as far as I can see, every judge in the land is opposed to the Recall. This is the most natural attitude in the world for a judge to take. On the other hand, the very fact that the judges oppose the Recall is proof that they fear it; and if they fear a Recall, being but men, they will dip and defer in their opinion should a Recall be imminent. Anything that gives a judge gooseflesh, we are told, is bad. And yet the fact that Public Opinion sits in judgment on the judge is well, otherwise you'll occasionally get a 'Angin' 'Arry.

Arizona can omit her clause about the Judiciary, and then creep under the heavenly canvas and be one of the United States of America, and this done she can go ahead and vote in the Recall if she so desires. Big lawyers now are men who show people how to avoid inconvenient laws. Some say that Taft should not have made it necessary for the good people of Arizona to side-step his veto.

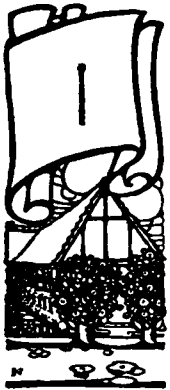
To leave Arizona out on the veranda is silly and foolish. Her people average high in intelligence; for while she has the genus greaser, she also has a heap, honey, of the restless, active element from the East that does things. Her resources are beyond the dreams of

avarice, and what is more, the world needs what Arizona has to offer. The quicker Miss Arizona is invited into the parlor and given a seat on a settee, the better it will be for her, and the better for all the rest of us. Instead of fighting for Statehood, she should be exercising it.

Arizona is a good fellow, a fine co-ed. And I want her to be one with the bunch of the United States of America, and thus hasten the day when we will have a United States of the World.

I am not in the business of defaming America, nor using as a doormat the things that are building it up. I believe in Big Business, and more of it.

## Handicraft in Prisons



IN most penitentiaries, manufacturing plants have been installed by the State. The object of the plants is: first, to work a reformation in the prisoners by useful industry; second, to make the institution self-supporting.

This scheme, introduced with the best of motives, has failed in its intent on both counts.

I will grant, of course, that any kind of work is better than idleness, and it is further admitted that a certain profit has been realized from the labor of the prisoners that has gone toward the maintenance of the institution. But the original proposition stands, that work as carried on in prisons is not a success, either morally or financially.

The cause of the moral failure lies in the fact that work in every prison is regarded by wardens, keepers, overseers and prisoners as a form of punishment.

The guards do not work—the prisoners do. ¶ The financial failure, I believe, is because the industries introduced have been, almost without exception, of a kind and quality in which competition has been most keen and profits very close.

The work has demanded little skill, and has provided the largest amount of monotony. It has been assumed that "jailbirds" are not skilled, and so the articles manufactured

have been of the cheapest and most flimsy sort.

Men are set to work on parts and kept there without hope of promotion. Furniture of the cheapest kind now forms a staple in many prisons; and the men who work at it feed things into machines day after day, month after month, year after year.

They are not allowed to talk to other prisoners, nor even to carry materials. They do not express themselves, except by stealth. They do one thing, and nothing else, and this a thing that affords no mental stimulus and adds nothing to the man's education.

The man who stands there at that machine has no interest or pride in his work. He is given a stint and compelled to do it; and as he works he is conscious that a guard with loaded rifle, death in hand, is watching him. ¶ Only one man is suffering deterioration faster than the prisoner, and that is the man who holds the rifle.

### A Profitless Enterprise

**M**EN grow by doing, and the man who holds a gun as a life-work never becomes anything, not even a necessary part of a machine.

There is no money for anybody in the present plan of prison industry, for the output is of a sort that is bought only by very poor people. The prisoner is in competition with women and children who do the same work in factories outside.

He is a sweatshop pawn, and is adding to the general misery of mankind; and if he is intelligent he knows it. No skill is acquired; there is no mental growth; and the man's chances of getting work when his time expires are very faint. Thousands of men, unhandicapped by a prison record, can do his task as well as he.

The only change in the man is that when he entered prison he represented crime, and now he mirrors nullity—weakness.

Sin is misdirected energy, and the capacity for wrong means also the capacity for good; but weakness is the capacity for nothing.

To such a degree of cheapness have prison-made goods been carried that the name "prison-made" has become a stigma and a synonym for the tawdry. The sales-agents in certain instances, taking advantage of the cheapness of production, have undersold "free labor," and the result has been a fine

hullabaloo from the Trades-Unions, with reasons more or less cogent and conclusive. ¶ Of prisoners in State penitentiaries, not more than five per cent are any more vicious in their instincts than the men outside. We find, on acquaintance, that the man in bonds is very much like ourselves. He has done something, while we have only thought it. He often lacks caution, and he lacks will. Yet, through the right influence at the right moment—his will supplemented by another—he might be outside; and a temptation coming to us when impulse was strong, we might now be in his place ♣ ♣

"What kind of men compose the House of Commons?" asked Oliver Goldsmith of Ursa Major ♣ ♣

"Sir," said Doctor Johnson, "take the first fifty men coming down Fleet Street."

The prisoner is a man and a brother. Our desire is to help him to help himself, and thereby help ourselves. Grant that he must be restrained and a limit put on his liberty, yet if we can make restraint moral, the greater are we ♣ When we give this man back to society, we hope to give back a man that society needs, not one whom society would shun or gladly spare.

Revenge and punishment are things of the past. Revenge belongs to the savage. The germ of punishment lies in the act.

"Vengeance is mine; I will repay," saith the Lord ♣ ♣

And the Lord needs no help along this line.

¶ This leaves us free to teach.

And so, here is the vital point: set prisoners to work at hand-work. Do not suggest revolt by placing the man on a treadmill. Make work a pleasure, and give it as a privilege ♣

#### A Prison Kindergarten

**E** grow through expression, and the only way to reform a man is through the right exercise of his faculties, thus allowing the man to reform himself. Education should be through self-activity, not through punishment ♣ ♣

The Kindergarten idea has been partially introduced in various reform-schools, and the results have been most encouraging—a marvel, often, even to the teachers. And if boys from twelve to eighteen can be managed by kindness, full-grown men can also.

In fact, the youth of, say, sixteen is the hardest proposition that confronts the pedagogue or

penologist. The lad who is neither a man nor a boy, and considers himself immortal, is much more dangerous than a criminal of mature years. Even in many "good" boys, just turned into adolescence, revolution is rife, and discretion and caution are at low ebb.

¶ I am positive that I can take, just as they come, twenty-five Sing Sing men and by the Kindergarten method manage them, in a room alone, day after day, without arms or a guard, in a perfectly orderly and decent manner. I can teach them to express themselves in useful work, and can gradually develop among the most of them a degree of deftness and skill that will make them self-supporting.

More than this, I can secure in a week a hundred men and women who can teach just as well as I can. And I am not sure but that men prisoners can be taught best by women ♣ ♣

The Kindergarten Method should be used in its entirety—that is, there should be music, singing, marches and calisthenics to relieve nerve-tension ♣ Also there should be oral expression under proper regulations, instead of the grim, deathly silence that yet is found in many prisons.

Men can be led away from the bad by making life affirmative; and so these men should be set to making things with their hands, and gradually promoted from the simple work to the more complex.

For grown men, carpentry, wood-carving, cabinetwork, blacksmithing and weaving could all be used. The simple weaving of "homespun" and bedcovers would lead some to tapestries, just as wood-carving, modeling and drawing would lead the elect few to art.

Such industries would surely work a reformation in great numbers, and a just and proper pride would gradually grow up where before there was only a dull, dumb acquiescence that masked a dangerous crater.

As for the handmade fabric, there can never be a glut in the market. It would have to sell higher than the machine-made article, and therefore the Trades-Unions would be appeased. Competition would be overcome by making things better, not cheaper. If the thing is unique and beautiful, no stigma of "prison-made" would be attached. Prison-made now stands for sweatshop and shoddy, and these things we do not want. Time is

the one thing that the prisoner is long on. Why this hot haste to get the thing done by Saturday night? Let the man be taught to do his task well. Not how cheap, but how good, should be the motto.

But best of all, hand-work in prison, instead of machine methods, would give us back men for criminals. The reason there is no place now for the man who has "done time" is because we believe he is incompetent. He can not do anything. He is as helpless as a crawfish that has just sloughed its shell. We have all the incompetents now that we can manage, and so we turn the jailbird away with a letter of recommendation or a certificate of character, as we ease conscience by rubbing into him a little trite advice about bracing up and living an honest life.

Convince a Board of Pardons that the man can and will do a valuable service for society, and the prison-doors fly open.

Idleness is the only sin. A blacksmith singing at his forge, sparks a-flying, anvil ringing, the man materializing an idea—what is finer! I saw such a sight the other evening through a window. It gave me a thrill and I said to myself, "The only saint is the man who has found his work."

The best way to keep your opinions to yourself is to have none.

## Arbitration



THE most important thing that has occurred in America since Grant refused to accept the sword of Lee is the signing of the Treaty of Arbitration between the United States and Great Britain and the United States and France.

The assistant editor of the "Lookout" seems to think otherwise. He pays his respects to the event after the manner of the diabetic dog. Says Theodore, "If a man slaps your wife in the face, you do not wait to arbitrate the matter in the courts." This is cute and clever, but inappropriate and irrelevant. It is the soldier's view, and a soldier is always ready to override law and abolish the Ten Commandments. The probability of John

Bull slapping Miss Columbia's face is too remote to consider. Ladies who get their faces slapped, ask for it. Let's not suggest it!

Well did Andrew Carnegie say in his telegram of congratulation to Taft, "Nothing equal to this has occurred in the history of America."

¶ There is one clause in the treaty that seems especially wise; and that is the provision that the Board of Arbitration may defer their findings for a full year.

Time is the great healer. Hate is transient; and most wars are a stampede, when revenge gets in the saddle and claps the spurs to passion.

Taft has made a few mistakes, one of which was when he made an effort to wipe out a postal deficit by reducing the amount of business performed. But his efforts in behalf of arbitration and commercial reciprocity clear every error from the record. He will live in the grateful memory of mankind for these two things alone—arbitration and reciprocity.

Death is not obliged to give you thirty days' notice, but generally does.

## Extravagance and the Auto



UST where this country is headed for in the line of extravagance and super-silliness no one can say." Thus speaks a great Cook County reformer.

The man had in mind the moving-picture show, and the purchase of automobiles by parties who are thereby putting a crimp in their finances.

¶ But let us all take heart—we are not headed for any worse place than we have been. Extravagant people will be extravagant anyway, and it is only a question of what particular turn their extravagance will take.

The proof of this lies in a wail from the keepers of various aristocratic restaurants in Chicago and New York. They say that fashionable dinner parties are falling off very much; and thus the little feast at ten dollars per, or more, where corks pop mellifluously, are going out of vogue; and also, alas and alack! that many really decent people are dining at the cafeteria or Baltimore lunch-counters.



Also, we hear that fashionable millinery and the extremes in latest gowns are suffering a slump. The most fashionably dressed people are not the women in good society. The girls who go the gait are not of the sort that we are seen with on the street to any great extent. The facts seem to warrant the conclusion that the money that is going into automobiles is being saved from other follies and frivolities. We all have to make fools of ourselves just about so much, and it is only a question of how we will do it.

In some ways, the automobile is a rather unobjectionable way of blowing in our good coin. It gives us an air-bath; it takes us out into the open; we get acquainted with the clouds, the sunshine, the rain; and we get to feeling a little bigger than the weather, which is a very comforting proposition. We meet Nature—and she is ours. This gives us the courage to do and to dare. It means increased efficiency.

Read history and behold how commonplace men have often had greatness thrust upon them and met the issue.

### The Knocker



SATAN was at one time a man. Later he evolved into an angel and dwelt in Paradise. There must have been a time when he was worthy of trust and affection, otherwise the Almighty would never have allowed him to enter Heaven. ¶ But Satan was of a peculiar disposition. He had the "artistic temperament," which is to say, he was moody, irritable, fault-finding, also he was idle. He smoked cigarettes and much of the time was full of dope and booze. Instead of trying to remedy the weak points of Paradise, he merely pointed them out and harangued about them to all who would listen. ¶ And Satan still finds mischief for idle hands to do. It was the same then: Satan would neither tune harps, launder the robes, nor polish the pavement, which was made of gold and precious stones. It took a lot of labor and a deal of skill to

set the paving-stones, but while the workers were at it, Satan would sit on the curb and make sport of them.

When the Almighty came around to see how things were getting along, Satan would whisper unkind things about Him after He had passed, and kick about how severe He was in discipline.

The Almighty warned Satan from time to time to get busy, but his answer was, "I am!" ¶ "Sure enough," replied the Almighty, "but at the wrong thing."

#### The Anvil Chorus

THEY tried to get Satan to lead the Choral Society and break in the new arrivals, some of whom sang slightly off key. ¶ "I teach those jays? Why, they have no voice—they only have a disease. You should never have let them in—what this place needs is a new gatekeeper who has nerve with him, and can direct the wrong applicant where to go! No, I'll not lead your orchestra; and anyway, I am drilling a little class of my own and have no time: I am organizing an Anvil Chorus."

It was no use—Satan would not do what he was told. He always knew a better way, and he sneered at every plan for a Heavenly betterment that he did not himself suggest. ¶ And he suggested precious few, and these he could not carry out.

There was only one thing that interested him, and that was the Anvil Chorus.

When the saints sang Hallelujahs, Satan would start up his favorite instrument and pound. He was n't industrious in anything but knocking.

Finally he had gotten so many people believing that the anvil was really sweeter than the harp, that the Almighty lost patience.

And when it was discovered that Satan had started a factory to make hammer-handles, the Almighty decided to fire him bodily.

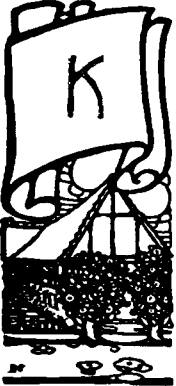
So the word was passed along, and the saints quietly tucked their robes in their belts and made a rush for Mr. Satan and his band of Knockers.

It was soon over. Satan was shot out of Heaven like a rubber ball from a vaudeville cannon. ¶ Milton says he fell for three weeks!

Nothing that can happen to you is of any real vital importance. The only question is: How did you stand it?

## From High Olympus

By Alice Hubbard



NOW thyself," was the method Socrates gave for education. "Go, sell all that thou hast and give to the poor," was Jesus' injunction to a rich young man who wanted to be saved and to have eternal life. ¶ It was comparatively an easy thing to do: to sell and give what the young man had inherited or earned.

Our ideas of benefit to giver or to receiver are contrary to those of Jesus. There might be a benefit to the young man in having no money to spend and in being obliged to live abstemiously.

But if he were a man in business, getting an education through exercise of his brain and his muscles, to sell or give away his tools, his means of expression, were very poor advice to follow. Besides, if the money were not good for the rich young man, why give it to others to injure them? This could not be a benevolent act.

And we do not now believe it is a virtue to give money to the poor. When we give to them we merely prolong their unhappy condition. We have treated a symptom, and have not touched the cause of the misery. What the poor need is not money, but to be educated to earn money—a living.

To receive something for nothing is to pauperize. Paupers are undesirable citizens, if there are such citizens.

The way to make pauperism of so long life is to feed paupers. That is the way paupers are bred.

The way to find eternal life could not be by a route that sends others to death.

Generosity is only one of the virtues, and is often overestimated, and the term frequently misapplied.

We give either to bring to ourselves the pleasure of knowing we have pleased another, or to dispose of a difficulty or an annoyance. ¶ The hush-money of conscience is often termed generosity.

At best, this virtue, generosity, like all other good things, will not bear long contemplation, much investigation, nor manipulation.

He who has been generous must forget it, if the act is of benefit to him or to others. And this is true of all that we do. Surely no one is made better by keeping before him his sins, or mistakes, or follies.

"Forget it!" But keep busy. Our energies should be used in what we are doing now. We are not very anxious in this age about being saved, nor about having eternal life. The desire of real Americans is to live today, and to so live that we can make tomorrow a better today than this day is.

We are preparing for time and not for eternity. Life is interesting to us. Our horizon is wide. The world lies before us, and we have news from every part of it each morning. "Earth is not a desert drear," but is thrilling, throbbing, pulsing, with abundant life. It absorbs our interest and claims our undivided attention. We have no hours of ennui, no time to waste or while away. Something calls all the time. The man or woman now who does not know what to do with the day is already dead and belongs to Ptolemy.

We are interested in evolving ourselves—in educating ourselves. No one is so interesting to you as yourself.

"Know Thyself!"

**S**OCRATES gives us more help in knowing how to develop ourselves than does Jesus. "Know thyself!" said Socrates. Think! Work! Take the consequences of all that you do!

To know yourself involves knowing humanity, knowing things, knowing Nature, knowing man's relationship to things, knowing how to manipulate things for use, knowing economy, knowing values and the relations of values. Were there a person so developed through the exercise of brain and body, we would have the ideal, the superman.

This person could understand Nature and interpret her.

However, we do not know ourselves. I am to myself the greatest problem. I may know others fairly well, and yet be deceived about myself constantly—honestly deceived. Socrates gave us a task when he asked us to become acquainted with ourselves. "It were easier to teach twenty what 't were good to do, than to be one of the twenty to follow mine own teaching."

One difficulty in knowing ourselves is that we have little perspective. We have difficulty



in getting away from ourselves far enough so that we can look at ourselves and see ourselves disinterestedly.

Feeling interferes with the brain's vision. We are blinded by feeling—self-interest ♣

The law of self-preservation provides that a man shall think well of himself, find excuse for his own ill-doing, and make friends with himself before the sun goes down on his wrath. Otherwise, man would hate himself six and a half days in the week, and perhaps commit suicide on Saturday half-holiday ♣ For unless man does think himself a pattern of all the virtues at once, may all the gods have mercy on those who have to live with him! He is at war with the world, because he is unfriendly with himself.

If we realized how really pestiferous a human being is most of the time, we would not worry much over the tragedy of race-suicide ♣ But it is beautiful and necessary that in our hearts we are egotists.

"There is nobody on earth quite like me. I would change places with no one. Great and good am I. I have had much to overcome. Where I fail a little, any one else would have made a wreck. I am an exception. The rules that should and must apply to all others do not apply to my particular case." When we have a frank heart-to-heart talk with ourselves, that is what we say—as a rule. The vice we are especially condemning in others is probably the one that we are flaunting while we chide.

#### Sitting in Judgment

**B**UT occasionally a man can sit on the top of Mount Olympus and, as a god, watch himself, as a human being, live among his fellow-men.

And he finds that he is just like the others; that his motives are the same; that his faults are just as great; that he is just as selfish; that he does things because he wants to; that he does as little as possible of what he does not like to do; that all day long he is deceiving not many people, but that he is deceiving himself; that he is injuring one person—himself; that he is selfish, greedy through fear—racial fear, and fear of what his fellows think about him and will do to him.

¶ Franklin sat on Olympus quite frequently. He realized that he was an imperfect piece of machinery, and that if he understood the purpose of the machine and the functions

of the parts, he could become a creator and re-create himself to an extent. So he took one fault at a time and remedied it.

He tried to make his body a healthy organism and find rules by which he could keep it well and efficient for a purpose. And Franklin knew that there was a purpose. From Olympus he could see that habits of mind and uses of the brain worked for or against this purpose. ¶ So Franklin's life was made happy from boyhood to the end of his days by problems which he solved one after the other.

He never finished.

He never found it.

He was always seeking.

Franklin spent eighty-four years becoming acquainted with himself, and he really had done much toward knowing himself.

Rousseau, too, climbed Olympus and saw what is most interesting to a man—himself.

¶ It is because of the distance away of the top of the mountain that men tell frankly what they see from this vantage-ground. Up there at the top, mortals can not harm, and the gods understand.

Without perspective there is much fear ♣ Ignorance is a black cloud that settles over the valley. Humanity looks big, fierce and capable, and the dangers appear terrible ♣

So men tell thrilling tales of anthropophagi crimes—in others; punishments for such crimes by Olympian anthropophagi and their terrestrial agents ♣ They see others, but rarely see themselves. This is true of all people whose feeling is out of proportion to their thinking. "We see ourselves and know ourselves," say they. But they report only what is acknowledged as authority—something accepted ages ago when the world was spanned by three days' journey on foot. It is not what a man sees today, nor a view from Olympus. But they deceive themselves and others whose viewpoint is the same as theirs or below theirs.

#### Institutionalized Religion

**T**HE clergyman says that he is working under orders; his Commander is the Infinite; he receives his orders either directly from God through His Messenger, "The Holy Spirit," or from a book which contains the permanent truth concerning man's relation to God and to man.

He claims that he preaches because it is God's Will that he should do this.

Those on Olympus know that he preaches because he belongs to the class which wants to be institutionalized. He has not the courage to earn his living in the world where competition is big. He seeks the shelter of an organization that fathers his personal responsibilities.

It is easier for him to preach than to work in the industrial world, or compete with the moving, changing conditions.

The law changes; materia medica changes; our knowledge of science constantly increases. ¶ Everything has changed except the preacher's religion. His square block is the same size, exactly, that it was a hundred years ago. The same Greek and Hebrew "originals" are his textbooks; the same commentaries and "authorities" are his guide. He has no desire to take the initiative in anything, nor does he create or originate. He simply takes passage in the ship that has been sailing from the same port to the same port for a thousand years. The docks are the same: the compass, the charts, the machinery, the sails, the ship—all are historic, accepted, unquestioned. He bows his head daily, acknowledging his allegiance to a sovereign, whether he was born in America or in Russia. His allegiance is to a person, not to a principle. He uses the authority of another, and has none of his own.

The God of these theologians, who is their authority, is afar off. His last visit to earth was thirty-five hundred years ago, when He gave to man the Old Testament of the Hebrews.

Two thousand years ago He sent His Son to revolutionize the Theocracy and inspire a New Book of laws for the conduct of life, which book is final. Theologians affirm that there will be no improvements in this Book, no more revisions.

Their entire plan is static and final. When God or His Son next visits Earth, it will be to close the account, wind up all business on land and sea, and return the world to chaos.

The only direct messages or messengers since the time of Christ are unseen, unheard by the outer ear, and unknown to the senses. These messages or messengers are private, personal, and seldom believed in by other than the favored person who receives them. ¶ The proof brought is feeling. There is no

appeal to the brain. "I feel," says the preacher. He does not say, "I think," or "I know," because he neither thinks nor knows. He believes, he accepts, he hopes.

### True Evolution



ON Olympus they know that the only God that can benefit mankind is the God within; that the only way to know God is for man to know himself; that the only way to know the divine is to become divine; that man's God is his ideal of himself; that the ideal can only grow more ideal by working out and making real man's present ideal.

This is the only way the race evolves.

Your ideals when you were ten years old are not your ideals today—or why have you lived? Is anything in life static? Are your ideals static? Are your right and your wrong static? If they are, why are you living?

Our right today should be a holier and better right than was yesterday's.

We should not be troubled about obtaining or inheriting eternal life. People who are living today have no time for thought about it, and are willing to trust the Power that is giving us life, here and now, for another life if we need it. ¶ Know thyself!

This will develop man and evolve the superman. The wisdom of the ages will be his, and he will know why, wherefore, whither.

Do not boast of your Civic Righteousness. Just carry a little of it in stock, and your neighbors will find it out.

## The Millionaire

By Gerald Stanley Lee



WE have a tradition—most of us who are associated with the professions—that we would rather not be grocers if it can be helped.

The professions have the historic right of way and the old-world prestige on their side, and they seem to have a higher standing in the community. The more distinguished preachers in New York, probably—the majority of them—do not want to change places with the more distinguished grocers, like Park and Tilford.

One of the most hopeful things that can be pointed out in the business world just now is that if Park and Tilford knew which the preachers were, out of the more distinguished preachers in New York, who felt superior to being grocers, they would not go to hear them preach ❧ ❧

None of the best grocers would go.

Some of the worst ones might and would not know the difference.

But the best grocers, if they go to church, want something they can use to lift on their lives the next day. This is the next cloud the size of a man's hand.

Our whole American country is full of businessmen who fail to get inspiration out of preachers who think that being a preacher is a superior or more high-minded enterprise than being a grocer.

Our American communities all have men in them who take a professional pride in business ❧ They are idealists. They are seeing every day how much larger motives and how much more generous understandings and how much nobler abilities can be used, every hour of the day and of the night, in conducting a modern business. They have discovered that being a judge or a bishop or a physician or an editor or an author or a professor in this American country means just what a man puts into it and no more. So does being a grocer.

The grocer of the better sort is insisting in America today that he is as good as anybody. He is dealing all day with the real things and with facts, and he sees that in our existing moral, economic and social conditions the business life has become the storm-center, the religion-center of the world, the place where the real religion of the people is being day by day wrought out and welded into the lives of men.

There is not a business one can think of, which is not full of little temples where one can curse or pray. Every business that one knows has its host of light in it, fighting against its host of darkness: one set of men conducting the business as if they and the public were engaged in a sort of mutual enthusiasm and daily service, with permanent success as the goal; and another set of men whose success is ruining the business to which they belong, and the public besides—and themselves.

### The Ideal Businessman

THE American businessman who has observed these things is the most inspiring character this country has produced, because he is every day seeing big, inspiring things to do ❧ Our best businessmen are grasping at the honors and the motives, and at the public standing of the professions. They are full of victorious self-respect, and are proving the dignity and raising the standing of the business in which they are engaged. ¶ A man who is really being professional in the conduct of his business, who is doing all the while hard and unprofessional-looking things in a professional way, can not much longer be ranked by society in a lower row than the man who is merely being a judge. A great many people could be a judge professionally. Being a judge is easier. Every businessman knows this, and he sees that everybody else is going to know it soon, that society is going to see how difficult and how honorable the thing he is doing is. The man who is professional in business is going to get more prestige and standing out of it than the man who is merely professional in a profession. The honors of the world go to the men who foresee the next necessary, unexpected and difficult thing to do, and then do it ❧ ❧

Under our present conditions it takes more brains to be a good, morally-beautiful grocer than it does to be a good, morally-beautiful clergyman; and it is already beginning to look, in some quarters, as if the clergymen would have to hurry a little in the next generation if they are going to keep up to grocers and icemen and coal-dealers in the pews, who are practising what the clergymen preach, and who illustrate their sermons for them during the week. It is generally the illustrations that people prefer in sermons.

The man who devotes himself to being a grocer professionally—for instance, who makes his business profitable enough to be permanent and at the same time creates values and lower prices in his city so that the whole world wishes it could come there and live—is going to be not only the leading citizen in his own town, but also a national figure ❧ ❧

The first man who uses his power to dominate the markets of a great city and to make it the cheapest city to live in in the United

States will be news around the world. His business character will be the leading advertisement put out by the Board of Trade. Factories will flock to the city, and great schools and great railroads and great churches. Any grocer in any city who will get control of its markets, and who will raise values and reduce prices so that people can live there a fourth cheaper than they can in the cities that compete with it, will be so big a man that railroads will be rebuilt for him and geography reconstructed for him. He will put out his hand and stir the center of population of the United States.

When a few cities have moved over to where he is, and a few of the other cities, farther off, already feel that they are starting, and will have to go, the other cities will grow business-like enough to have a morally-beautiful grocer or professional businessman of their own, in self-defense. Then when all the cities have learned the lesson, and America has achieved at last the most high-minded, most scientific, most efficient grocery business that can be found—that is, the business in which values have been brought up the highest and prices have been brought down the lowest—all the nations, and all the men, and all the money of the nations will begin pouring into America as if it were some vast trough at the bottom of the world.

#### The Business Zeitgeist

**T**HIS may sound religious or poetic; but it is business.

Thousands of men who have partly believed it and who have partly tried it have been believing and trying it harder every year, and they have found that the more they succeed, the more professional they become; and that the more professional they become, the more capable and brilliant men they are able to draw into business with them.

The immense proportion of professional men who are going into business every year instead of into the professions—men of the highest possible intellectual caliber and spirit—are being attracted because the different forms of business in this country are becoming more professional in the powers they call for and the spirit they exercise than the older professions.

The great business houses, or nearly all of them, are professional in their origin, today. They begin in laboratories and in

the researches of experts and of specialists, and are based upon the secrets of chemistry and geology and botany, and the key to modern business success is getting more and more into the hands of inventors, of scientists, and of the masters of materials. ¶ When one stops to think of the actual opportunity for the spirit of the arts and sciences in the development of the soil, the mines, the very air up over the earth—when one stops to think of the supremacy of the inventor today, of the glory and power of the successful organizer—the elevation of business ideals and the crowding of our picked men into trade and commerce seem almost matters of course.

The big, permanent things can not be done by men with small spirits or small morals; and when one considers how big the things are that are waiting to be done in this way, by the bigger type of businessman, it makes being a lawyer nowadays, or a clergyman, or an author, seem a comparatively plain and humble affair.

This is what the professional businessman is seeing all about him in America. It is what makes the American businessman lead the world—this kind of inspired sense he has of himself, and of his own career, and of what can be done with material and homely things. We are all beginning to guess that there is nothing intrinsically second-rate about getting rich. The only reason that getting rich has not ranked a man highly is that the wrong men have taken hold of it.

The millionaire in America who obviously belongs to the creative or artistic class, who conducts his business with a certain richness of temperament, who conceals his money decently and safely in his personal character, so that artists and professional men feel that he is one of themselves, will be taken seriously into the fold soon, by our professional men. Our best, our most select and gentlemanlike, and most remote ones will be convinced (even our minor poets will see it) that a businessman can be an artist. He will convince them by the way he conducts his business, by being what may be called in a certain robust sense, a poet with a million dollars—a somewhat realer poet than we are used to—a man to whom a million dollars is an art form.

When a few millionaires like this have been

judiciously scattered around the country, the breach between wealth and the arts, between making a fortune and making a book or a picture, will cease, and the National Arts Club will gradually settle down at last into being human and sociable and friendly-like with the Board of Trade.

It's a good thing Death closes the door between the Now and Eternity. Otherwise, many people would be robbed of their theories.

## Religion in the Future

By David Utter



WITH small exceptions, all nations, before the invention of Printing, lived under the rule of Traditional Authorities. When "the art preservative of all the arts" began to reach the people, the sway of tradition began to wane. This invention dates from Fourteen Hundred Twenty-three. In Fourteen Hundred Fifty-five, there was published the "Mazarin Latin Bible," done by Gutenberg and Faust at Mainz. Five years later the new method overreached unwitting pious zeal by publishing a parallel Bible in Latin and German. Mechanically it was a great stroke of progress, being done from metallic types and on both sides of the leaf! This step put the book of authoritative moral and religious traditions into the hands of the laity, and stimulated their thought and inquiry. By the year Fifteen Hundred the printer's aid to progress was noticeably prominent.

With remarkable industry and facility, the ancient classics of Greece and Rome were added. Modern comments upon them and also modern original works soon began to be produced.

### Readers Then and Now

It should bear in mind that, before this, priests and monks were almost the only people who could read or write. The only schools were those for priests. What others learned, they learned from the school of necessity or from the traditions preached by the priesthood. For others, reading would have been a superfluous accomplishment, because of lack of books. The few manuscripts

handed on from century to century were in ancient languages, then learned with far greater difficulty than now.

The copying of each book required months of arduous toil, and then only one extra volume was produced.

Today, in the United States alone, between thirty thousand and fifty thousand works, of from one thousand to ten thousand copies in each edition—a grand total of some two hundred million or more volumes—are poured forth yearly; while the newspapers and periodicals number many, many thousands, and are issued in daily, weekly or monthly editions varying from one thousand to one million copies of each.

### The Printer's Help

It was this process of multiplying thought and placing it within the reach of thousands and millions of minds, that was the chief instrument in quickening what we call the Modern Time. Reverting to the same circumstances, the modern man would soon become as stupid and inactive as was the Middle Age man. The invention of printing was the principal cause of the Revival of Learning. To its improvement, the average man and woman in later centuries owe their opportunity to read the thoughts of great minds and to read for themselves something of the daily doings of mankind. This opportunity caused the Middle Age man to become a modern man; that is, he learned to develop opinions of his own. Thought again led to action and investigation. These have produced ten thousand other discoveries in the realms of truth and of the practical arts in living-getting and enjoyment.

### The Modern Movement

The printed page began at once to undermine hierarchical authority.

Its first great achievement was the rise of "Protestantism." It reacted also in a counter reform within the old papal organization. From the time that this new impulse was really under way, there has been an incessant and ever-increasing volume of thought in every then-known and in many since-developed realms. Since that time some of the vast potentialities of humanity have been demonstrated.

Literary celebrities in an almost endless procession have appeared—Edmund Spenser, Shakespeare, Sidney, Raleigh, Cervantes, Montaigne, Tasso, Pope, Bacon, Descartes, Hobbes, Spinoza, Jonson, Milton, Butler,

Moliere, Pascal, Bunyan, Dryden, Addison, Boileau, Voltaire, Racine, Fenelon, Goethe, Heine, Schiller and a host of others. These and a thousand other splendid personalities could never have been had not the old priestly power been superseded by new methods of instructing the people in the laws of God—that is, of Nature.

#### The Enlargement of the Cosmos

**B**UT there is another and much more far-reaching and more fundamental line of this progress. The stimulation to human thought and activity produced by the printed page gave humanity a Christopher Columbus, and he added another half to the earth.

It gave the world a Copernicus, and he changed (in men's minds) the position of the earth in the cosmos.

It gave the people on earth a Galileo, and he discovered other worlds.

It gave the world a Kepler, and he revealed the laws of the solar system.

It gave the world a Newton, and he discovered a universe.

It gave the world a Kant, a Laplace and a Herschel, and they found out the mode of world creation.

It gave the world a Linnæus, and he tabulated the life of the globe.

It gave the world a Hutton, a Humboldt and a Lyell, and they read the story of the earth's growth.

It gave the world a Priestley, a Lavoisier and a Dalton, and they told us the elemental forms of matter, their number and character.

It gave the world a Franklin, a Morse, a Field, a Bell and an Edison, and they turned the terrible lightning into the most blessed, helpful messenger of man.

It gave the world a Malthus, two Darwins, a Huxley and a Spencer, and they read the history of life and told us how to evolve it still higher.

It gave the world a Hargreaves, an Arkwright, a Crompton, a Whitney and a Howe, and they got Nature to spin and weave and sew for them, and through machinery to clothe them in a thousandfold variety of fabrics.

It gave the world a Watt, a Stephenson and a Fulton, and they taught men the art of transportation by boiled water.

It gave the world a Faraday, a Tyndall, a Maxwell, a Thomson, a Crookes, and these have discovered the identity of matter and

force and the great law of universal conservation of energy.

It gave the world a Huygens, a Young, a Fresnel and a Roentgen, and these have introduced us into the occult mysteries of Nature's deeper being, through teaching us the alphabet of light and the varieties of ether-waves.

It gave the world a Froebel, a Pestalozzi and a Spencer, and these have told us what education is and how to educate the young.

It gave the world a Boucher de Perthes, a Waitz, a Huxley, a Quatrefages and a Tylor, and they are developing a science of man himself.

It gave the world a Ferrier, a Wundt, a Meyer, a Hall, and these are making a science of the mind.

It gave the world a Spencer, a Marx, a Lester Ward, a Loria, and these are reducing the jumble of social relations to an orderly science of Sociology.

It gave the world a Max Mueller, a Tiele, a Spencer, a Guimet and a Chantaple de la Saussaye, and these from the materials of science and history are reconstructing a new world outlook, a new conception of religion for mankind.

#### The Change in Social Relations

**A**ND all these lines of thought and labor began at once to exert a powerful influence upon the life and purposes of men. As years roll on, the scope of that influence broadens. These vast discoveries by the mind of science are steadily revolutionizing the outlook of man toward the universe.

At the same time the inventors in the arts are doing away with all previous methods of producing and distributing. The grand result is an unparalleled and incalculable quickening of human life energies. That quickening has brought increased production of materials for food, clothing, shelter, and every material convenience. And this has made possible the doubling and trebling of populations in all the higher civilized nations. It has brought about the concentration of populations into larger centers of industry and manufactures. This closer contiguity of men with men has again itself been a cause and quickener of competition and co-operation.

So radical has been the effect of these numerous influences, changes and developments, that they in themselves have necessitated the devi-



sing of new and more efficient methods of handling and satisfying the increased needs of life. I have in mind particularly the great modern features of railroad and steamboat transportation, of telegraphic and telephonic communication, of corporation and trust management, of municipal and national ownership, and of the public schools. The far-reaching effect of these would tax the most active imagination to its utmost. But even these are not the end.

### Still More Rapid Communications

**A**LREADY, before the Nineteenth Century had closed, these facilities for exchange of commodities and intercommunication of ideas were beginning to be supplemented—if not supplanted—by more efficient and more rapid methods.

The bicycle, which gave the pedestrian the speed of the racehorse, is now being rapidly outstripped, and the human muscle is being relieved by motorcycles and automobiles, run with Nature's powers at still more rapid speeds.

The steam-locomotive was born within the Nineteenth Century, and its life will probably end before the Twentieth closes. Electric energy—generated by water, wind, wood, coal, and liquid fuels—bids fair to be the next general agent in hurrying forward human development through quickened intercourse. Moved by its pulses, the express-trains on land will become veritable "lightning expresses," and our present proudly boasted "ocean greyhounds" will soon be second-rate or primitive.

Already men are ambitiously trying the air, and many successful attempts have been made. Long before the year Twenty-one Hundred, winged ships and cars will everywhere rise above the friction of land and water and soar the mazy atmosphere by Nature's tireless might.

The same electric energy which was discovered by Galvani and Franklin little more than a century ago, and which began half a century ago to carry man's messages by wire, is already showing itself able to do so a thousand times more efficiently without the wire. It now transmits the alphabet in words by wireless telegraphy, the human voice by telephone, handwriting by telautograph, and pictures by telephotograph, almost without regard to distance.

### Growth in Social Solidarity

**C**AUSES are rarely ever single. This complicated modern society, with its innumerable desires and needs, has given rise to the development of vastly enlarged and concentrated powers for the management of production and distribution. The old methods of individual labor and individual barter and exchange had to be superseded. In order to supply human wants, men were obliged to combine themselves into larger and ever larger corporate bodies. The last decades of the Nineteenth Century were marked by many most conspicuous characteristics, but by none more remarkable than these: the development of the worldwide banking systems; of the international postal system; of the vast railroad, express, telegraph and telephone systems; and of the innumerable production systems for raising wheat and other grains; for mining coal, iron, copper, silver, gold; for manufacturing cars, engines, implements of every kind, fabrics, foods, medicines.

And this enormous concentration, and at the same time the expansion of business management and business association, is already outgrowing itself and passing in hundreds of thousands of instances from the hands of so-called private corporations to public corporations.

The movement toward national and municipal management of production, distribution and communication is already beyond possible mention of instances. From every part of the civilized globe come tidings weekly of new enterprises undertaken by nation or municipality. In far-off New Zealand, not only are the roads, the schools, post-offices and other long-customary affairs owned and managed by the public, but the people collectively own large tracts of land; build houses and establishments; run the railroads; manage the express, the telegraph and the telephone; conduct much of the banking exchange; provide and keep savings-banks, employment bureaus, fire and life insurance; own their own street-cars, waterworks, gas and electric plants; and carry on a score of other enterprises. In Australia, Germany, Scandinavia, Denmark, Holland, Belgium, France, Switzerland, Great Britain, Japan and the United States, the tendencies are in the same direction, checked only by the undeveloped moral standards and lack of civic loyalty in civil service.

### The New Instrument of Change

**A**ND I have reserved till the last of these organized trends of influence the most powerful of all, namely, the public schools. They are now a municipal, state and national feature in every civilized land. They are the instrumentality which sums up all other facts and influences and instils them into the human mind during its plastic growing stage. They begin that process almost upon the human infant ♣ ♣

The kindergarten, now well-nigh a worldwide incorporated part of public educational method, is the application of natural objective processes to human mental and moral development ♣ Year by year the same method is increasingly applied beyond the kindergarten, from primary school to post-graduate university course. In this labor there is employed a vast army of skilled workers. They are incessantly trying to reduce the whole great body of knowledge to order and system. The whole of that long line of discovery and invention (at which I have only hinted) they are attempting to sum up and formulate in simplest terms, and to present to children, youth and adults, in most attractive and comprehensible form.

This is the greatest enterprise ever undertaken by mankind ♣ It is an undertaking of the meaning of which men are not yet conscious. It is already a century old; but still its far-reaching effects have only just begun to be visible ♣ ♣

It is on the basis of the effects now produced, and of the direction in which they are tending, that we are now able to prophesy concerning the future.

### On the Threshold

**F**ROM first to last, the movements and lines here indicated tend toward and are producing an entirely new outlook of man in the world, of man in his relation to his fellows, and of man in his attitude toward the universe. The old outlook had its special methods, and these of course will survive until the new is completely operative. The chief instrumentalities of the old outlook were its books of traditional authority and its self-appointed and self-governed hierarchy. It was by vote of the hierarchy that the books originally derived their authority, and the later priesthood and clergy appealed to the books as divinely inspired, because they were taught the old tradition and never undertook thorough

inquiry about its origin and development ♣ Gradually, as the actual facts of former history and later science came into possession of the masses, their interests in priestly proclamation died out.

The old system is quietly subsiding. The numerous organizations and denominations for its maintenance are slowly transforming or becoming defunct. Many of them are already so modified as to be unrecognizable.

### Counter Religious Attacks

**N**OT only, however, are these organizations silently subsiding, but they are the objects of numerous attacks which weaken their hold and modify their professed ground. ¶ The first great upheaval and attack, the Protestant movement, has been referred to. ¶ About the time that the Public-School movement, a century ago, began more thoroughly to popularize knowledge and general information, certain counter religious organizations called "liberal" began a series of direct attacks upon the old doctrines and systems. This was a second stage of dissolution. The most notable of these fundamental criticisms go under the names of Universalism, Unitarianism, Secularism, Positivism, Free Religion, Ethicalism and Theosophy. Their influence has been very considerable in the way of affecting the general mood and doctrinal professions, both of Protestant and of Catholic constituencies.

### Recent Desertions on Social Ground

**F**OR a century the Church has been declining in sociological activities ♣ Once it was the whole social "push."

In the gradual transformation of the mode of industry to the wage system, the Church has insensibly kept to the side of the employing, exploiting class. Today there is a very widespread belief that it has just about quit its real business and become a supporter of the commercialism and exclusiveness which are now the principal evils to be extirpated.

Acting and impelled by this belief, a veritable Social Religion is springing up the world over. These newer activities flourish at the expense of the old. The social-settlement houses, municipal-reform halls, educational classes, socialist lectures, manual and physical training quarters, clubs and lodges, libraries and reading-rooms, theaters and museums, parks and playgrounds, are full in every city in the land.

¶ Everywhere, the men, women and children

in them are cheerful, hopeful, expectant, earnest. They are filling their minds with facts. They are inspired by visions of nobler human life.

How different the picture in the churches! There the members are conspicuous in two ways: by the quality of their clothes and by the paucity of their numbers. Their preachers are eminent as apologists for every outworn dogma and for every vested wrong. Among themselves they still stand in separate warring camps, and do not yet know that the increasingly unchurched world is steadily being arrayed against them. It is an ominous sign when the mention of church or ecclesiastic on a thousand stages and platforms brings laughter, jeers and shouts of ridicule. In many of the highest-class dramas in our best theaters, the institution which has for ages led the world in things religious is designedly, openly and unabashedly satirized.

#### The New Stage in the Old Views

**W**E have now actually entered upon a new stage in the great world movement. It is both intellectual and ethical. ¶ Intellectually, it is characterized by a positive, constructive, affirmative attitude replacing the negative and hostile opposition of former times.

Ethically, it exhibits that higher behavior which is the result of the conscious application of the great doctrine of evolution. It is the breath of the times, and pervades every denomination and social institution.

Beginning with the Roman Catholics, the century-long, authoritative, persecuting spirit has nearly vanished. It is in large measure submitting to the general enlightening tendency, and keeping many formerly prominent characteristics in the background. The doctrines peculiar and conspicuous in its history are less dogmatically emphasized. There is a manifest and growing disposition to participate as intelligent, civilized men in the progressive affairs of the world. Recent Popes have in various ways shown this advanced attitude. ¶ In Presbyterianism there has come about a division between the advanced and the conservative elements. The former has been championed by men like Doctor Briggs in *Biblical Criticism* and Doctor McGiffert in the *History of Doctrine*. The conservatives are gradually submitting—sometimes gracefully.

The Baptists, too, have their distracting family differences. The question of "close communion" is openly denounced by many of their best-known and most respected leaders. Biblical criticism and modern evolutionary doctrines have now ardent and able Baptist advocates, and these advocates are tolerated and not expelled, as they formerly inevitably would have been.

The Episcopal Church in England and America has for years been honeycombed with what the old school denounces as "infidelity." Many of its ministers are among the highest lights in the new type of Biblical study and history. I must note, as especially deserving of mention, Dean Stanley, Canon Farrar, Professors Cheyne, Ball, Driver; while others are the most ardent advocates of scientific doctrines. And even those of them who insist that "their church is irrevocably committed to the supernatural" are more generous of heart and less polemic in practise than their predecessors who ordained them.

And the Methodists, the most aggressive of religious orders, the most energetic and least polemical of traditionalists, are likewise coming into a condition of doctrinal division. At every conference, the Pauline theory regarding woman is openly questioned. A vigorous effort is also being made to lessen the authority of bishops and to increase lay representation. Higher views of the Bible and the teaching of Science have made some inroad into their ranks. On another point, yielding to the pressure of the age, they are laying far less stress upon the old motives by which people were scared into that sacred hypnotism styled "conversion." The love and not the wrath of God has come to be their leading emphasis. ¶ The Congregationalists, through their form of government professedly liberal and hence most open to progress in doctrine, have, within their denomination, a larger proportion of that much-talked-of body—the advocates of the "new theology." Hundreds and thousands among them acknowledge no kinship with Calvinism, the essence of their doctrine fifty years ago. Their leading papers condemn it. Their schools and conferences have been rent with dissension, and within the ranks of their ministry are many, denounced by their old-school brethren as "infidel." Probably no other orthodox sect contains so much of this healthy heretical spirit of the times. The

liberal element has gained such a stronghold that in the near future doctrinal authority will be impossible. All these are signs not to condemn or lament, but evidences of more vigorous health and character.

The Universalists have reached the last gate of restriction. They are now engaged in letting down the bars of Biblical authority. They long ago denied the essence of orthodoxy in their disavowal of the doctrines of the Fall of Man and Endless Punishment. They are now seeing that, with these gone, the assumption of Biblical authority has no further value or consistency. At a recent National Conference in Chicago, they practically opened the gate of admission for all earnest men and women, regardless of belief.

The process of neighborly co-operation between Universalists and Unitarians has already begun. Numerous joint meetings are held all over the country, and vigorous effort is now put forth to make their labors conjoint and effective.

#### The Next Step

**T**HIS is perhaps the first actual step toward the formation of a Religious Trust. The churches are beginning to show a tendency toward conducting their work according to the spirit of the times. In former years they have been the most ardent exponents of the prevailing individualism. They are now, however (somewhat tardily, it is true), taking up the co-operative method. For several years the air has been full of the theme "Church Union." "The World's Conference of Religions" at Chicago, in Eighteen Hundred Ninety-three, gave the idea wide publicity. Frequent conferences within denominational limits, and smaller knots of people here and there, have advocated the formation of these great religious corporations. Overtures have passed between the Catholic Papacy and the Established English Church. At the Beecher Anniversary in Plymouth Church, Brooklyn, the eminent English Congregationalist, Doctor Berry, urgently advocated a combination of all "Evangelical" denominations.

In November, Nineteen Hundred, there was held in New York City a "State Conference of Religion," the first of several series of interdenominational conferences. In it there participated Churchman, Evangelical, Jew and Unitarian. The fellowship was marvelous. All was concord and harmony.

#### The Steps That Will Follow

**I**AM now ready to state concisely the ground and make my prophecy in very few words. ¶ Prophecy is induction.

Induction is inference from facts.

The facts are that during the last four hundred years Modern Science has been undermining and supplanting "Ancient Science," as traditionally transmitted in books made sacred and holy by priestly authority and assumption. Modern Science is now the highest authority. It leads in all commercial, in all practical, and in most educational affairs. It claims an unquestioned throne. Over against it stand the tattered vestiges of traditionalism. These dispute the claim. ¶ The result is in sight. It will be a combination of the great opposing parties into greater corporate bodies.

First will come unanimous effort on the part of the positive, liberal, religious organizations. ¶ Against this, in order to save themselves, will be arrayed the greater part of Protestantism, outside of the Anglican Church. The majorities in the "Evangelical denominations" will unite in what they call an effort to "save the world for Christ." In the sense in which this is theologically used, they will be defeated by the forces of Science, the Press, the Public School, and the enthusing influence of Natural Religion. With these forces the more advanced men will join ranks.

Mothers may have illegitimate children, but fathers simply have natural sons.

#### The Indifference of Heaven

By Paul Dennison

**F**OR a fact! a sacred fact, I mean,  
A modern fact, by preference Boston  
bred

With which as with a brick to break the head  
Of Doubt, the monster, insolent and keen.

Let but some angels pop upon the scene,  
Or let one saint be quickened from the dead,  
How it would queer the quills that softly shed  
The pleasantries that make *The Philistine*!

But they, the gods, just sit on their behinds  
And see us put to it to hold our own,  
While they have miracles of divers kinds  
That we could use here in the fighting zone,  
And many a bitter word about it finds  
Expression in the Church and many a moan.

## Talk By Raymond Riordon

By Alice Hubbard



EVERYTHING has been said. Everything has been written. But little has been achieved of which men have talked and written so much."

These were the opening sentences of a talk which Raymond Riordon gave at The Roycroft Inn a few days ago. The thoughts were characteristic of one who seems, indeed, a man of deeds and of few words. He is no more obtrusive in the world of words than is the brown wren who never thrusts itself upon your notice.

So when Mr. Riordon told of a "City of Deeds," where live a goodly number of boys, his words carried conviction—for he looked the part.

We had asked him to tell us of this City of Deeds, inhabited by pioneers of the "Era of Science"; because The Roycrofters have a School of Life for Boys which opened September Tenth, and Raymond Riordon is the Superintendent.

During that afternoon talk, Mr. Riordon told us of the Interlaken School at LaPorte, Indiana, where he has developed a school in which the boys do much and talk little. ¶ He told us of a frail, delicate lad who came to this School of Deeds four years ago. "The boy had a cough which was serious. He thought fairly well and had inspiration. This was the foundation on which they worked. Now, although the boy seems frail, he has a glory of muscles, each prominent from use and not from physical training. Behind the muscles there is a dominant will which makes each movement vital, makes each fiber stand just its portion of strain. Therefore there is no overload of any part, and there is no fatigue.

"The life in this City of Deeds has taught this lad the value of legitimate labor; has taught him that regularity of work is the only safeguard against suggestions which come to idle boys which unman them. It has taught him that wasted minutes lead to destruction. This life has taught him the meaning of day, the value of night. It has

pointed the finger of rest to the night, and has torn down the signpost 'Dissipation,' which points always towards the night.

"This boy at sixteen had a philosophy of life, and it was this: 'I wish to be useful for right, that others may be made happy. In order to live such a life, one must love work, and waken daily to some new joy.'

"They are poor human beings, indeed, who dream their philosophy and can not live it. The trouble is we have borrowed our philosophy. We should formulate it only after we have lived it."

Mr. Riordon said that this particular lad, of whom he has told us, is nineteen now. "He is clean and worldly wise. He is powerful in ability, but slight in physique. He is clever at play, an incessant and skilful worker, wise in speech, courteous, gentlemanly.

"This boy is capable of making a man's plans for work. He is capable of supervising and teaching other boys to do what he can do."

### Endowed Education

MR. RIORDON said further, "No endowment is necessary for a school where life is real and work is to be done. The endowed school is a charity, and acceptance of its cloak of protection is folly. The children never appreciate the gift. They are at the receptive age, and when paternalism extends into adolescence and beyond, and they are cared for until they are women and men, forever after they think the world owes them a living.

"Philanthropy does not consist in making the road easy, in eliminating the difficulties. True philanthropy consists in making the road hard through hurdles of facts. To provide even the running shoes that the hurdles may be taken the easier is mistaking philanthropy. Accepting help was the trouble with Christian in 'Pilgrim's Progress.' You remember the selfish fellow who sought the Eternal City, and left his wife at home to take in washing and do for the youngsters. To be sure Christian had to take a road that was filled with obstacles, but he always called on good angels to help him get over his difficulties, instead of plowing through them alone. The result was that when he reached the Golden Gates he was disappointed. He owed too many debts of gratitude to be satisfied with himself, and therefore there was nothing good enough to satisfy him.



Now, if he had stayed at home and got a job to help pay for the babies' food, he would have had heaven without so much hill-climbing and inward fear.

"There are many Christians in this world, and, like Christian in Bunyan's hallucination, they are after something for themselves, irrespective of others, even to the extent of trying hard for it. But they, like Christian, have greed, and forget that no one can be saved alone, and that if one finds happiness he must have made conditions where others have the same opportunity that he has.

"Any City of Deeds is peopled with individuals. An individual is one who dares to be himself. He may be wrong, but he knows it. An individual can not copy; he will not cajole; he never sneers. He criticizes the one who needs it—but not to a third party in a corner. The individual is a man, and he is always manly.

Weak people are tempted to follow a leader, and there is always a leader in any enterprise. However, a follower is a lackey, not a citizen of the commonwealth.

"Loyalty is to a principle, and does not consist in always agreeing with a person. Loyalty belongs to individuals and works for the ideal. The work of The Roycroft School will be to develop individuals. You send your boys to the High School or private preparatory school, and what do you have at the end of their course—when they are eighteen?

"You often have a boy with spread trousers and shrunken ideas, a turned-down hat and a turned-up pair of pants. His botany shows knowledge of tobacco, especially the weed-growth for cigarettes. His geography makes him a good guide to undesirable places in the city. His speech is described in a booklet called 'Chicago Tongue.' He dances well, but not for the joy of dancing. He dances because it is the accepted thing to do. He eats chop-suey and can order wines.

"If there is any discourtesy the typical High School boy does not display, it is because of lack of opportunity. I have known mothers to sweat at the washtub and men to struggle in the ditches, thus to educate their children.

#### The Roycroft System

**I**N The Roycroft School of Life, our idea of an educated boy is somewhat narrow. Education to us means good morals; and good morals list a boy's accomplishments thus:

Body, capable of response to unexpected action; a framework of strength covered with layers of muscles, not fat. Mind, alert for new ideas; capable of velocity of inward thought, though slow to phrase in speech; this mind not lumbered with tabulated knowledge, but keen to initiative.

"Soul, seeing romance in the swing of the ax; in the care of animals; in a dog's love; in the caress of little children. Soul, the day for action, the night for rest; not air-castles occupied by drones and stormed by knights with spears. Soul, that makes of the sod-house a palace; of the plow, the hoe, the spade, medals of the Legion of Honor.

"Education is raw that has as its sole purpose the aggrandizement of self. Education is not merely the preparation for earning a living, nor is it the stuffing of a limited brain capacity with knowledge that printed books can bestow. Education is religion, or should be. An educated boy is one who can use his muscles in work or play, just a bit better than the other fellow. The educated boy thinks always. The educated boy knows books and plants and animals, and he also knows that mystery—himself.

"A boy so educated, and there are such boys, gives a physique such as the Greeks developed two thousand years ago. He has the brain that can grapple with the questions that must be answered today, and he has the spirit which belongs to such a body and such a brain. Such a boy becomes a simon-pure man of brain and brawn and soul, who sees joy in work, happiness in accomplishment, direction in the stars, and good in everything and everybody."

And Raymond Riordon convinced his audience, without trying and without knowing that he had done so, that he could lead the way which will develop such boys as he describes.

**W**OMEN must take the fate of market fruit till they earn their own pennies and then they'll regulate the market. It is a tussle for money with them as with us, meaning power. They'll do it as little by oratory as they have done by millinery, for their oratory, just like their millinery, appeals to a sentiment, and to a weaker; and nothing solid comes out of a sentiment. Power is built on work.—George Meredith.

## Reciprocity With Canada

By Elbert Hubbard



COMMERCIAL Reciprocity between the United States and Canada has been voted upon and turned down number one hard by our Canadian brothers ☞ ☞

The Canadians are a thrifty folk. They live on the same lines of longitude, for the most part, as the people of New England and Scotland ☞

Into the bone and fiber of the Canadian character—as well as into the Grampian Hills where our fathers fed their flocks—goes a deal of granite.

The Scotch, if we have been correctly informed, love money. I heard of a Scottish clergyman who preached a sermon from the text, "Take care of the pence and the pounds will take care of themselves." An inquisitive person in the audience, after the sermon, inquired whereabouts in the Bible this text could be found, and the answer of the clergyman was that it was one of the things accidentally left out of the Bible, but which should have been inserted.

But Reciprocity was not turned down by the Canadians because it was not a good economic proposition ☞ ☞

Reciprocity means prosperity, and this argument, widely, eloquently and ably used by Sir Wilfrid Laurier, was not answered, and, in fact, scarcely denied.

The politicians at Washington killed Reciprocity by offering it in an impolite, indelicate and half-insulting way.

### Champ's Unruly Member

THE thing that killed Reciprocity was a word—an absurd and foolish word used by a Southwestern joker who deals in poetry, hyperbole, figure of speech, epigram, orphic and pornographic proverb. This man was Champ Clark.

Champ is a great man, but he could not resist the temptation of saying a smart thing, to the effect that Reciprocity was a short cut to Annexation.

Champ now has the honors and the disgrace—all according to your point of view. He was the Burchard of the campaign—the Rum, Romanism and Rebellion of the issue.

Let Champ take warning. No joker can ever be President of the United States.

The business of the Legislature at Washington is largely to amuse the proletariat, and the record is full of innocent, criminal, petty and silly persiflage.

Another would-be statesman, getting his cue from Champ, let off a few oratorical sky-rockets to the effect that the Stars and Stripes would soon wave gaily in the wanton winds over Parliament House in Ottawa. This statement, detached from the speech of the clown who made the address, was printed and sent broadcast throughout the Canadian newspapers ☞ ☞

The day after the election, wheat at Chicago advanced eight points; and declined the same number at Winnipeg ☞ These things taken simply that our failure to bring Reciprocity about means an increased cost of living in the United States.

### Canada's Ruling Passion

WE are to blame. I myself accept no favors handed out on the tines of a dung-fork—neither do you. The issue was big and serious, and should have been treated with dignity. Taft did his part nobly and well, but the political bushwhackers queered his efforts and crabbed his work.

There is something the Canadians love more than money, and this was clearly shown at the late election.

Just here I wish to protest gently against the way so many Canadians refer to the people of the United States as "Americans." If we are Americans, then they are, too, for we all live on the Continent of North America, and we are here to stay. And as for "royalty," the Canadians have no more use for it than we have—and toady to it not quite so much. ¶ In size of territory, Canada surpasses the United States. Also, in the following things she eclipses us: in wheat-producing acreage, in lumber, in fisheries, in unused water-power, in grazing acreage, in potential mineral wealth ☞ ☞

This talk to the effect that we licked England in Seventeen Hundred Seventy-six and again in Eighteen Hundred Twelve, and can do it again, and that we propose to annex Canada, is the chin-chin of the jingo. The great mass of people in the United States are sensible—but not so by any means are all the men who misrepresent us at Washington. But the fact

remains that Reciprocity with Canada has been scotched, not by the stab of a pen, but by the braying of Balaam's vis-a-vis ♣. It is easy to say that the people of Canada should not have paid any attention to the woozy wind-jammers. We might also say that it was unfair in the so-called Conservative Party of Canada to take up this annexation gab and make capital of it, because every sane man knows that there are fifty-seven reasons why Canada can never be annexed by the United States of America.

#### No Business-Baiting in the Dominion

**D**URING the Civil War, any man of the North who sympathized with the blacks was in danger of having some loafer at the railroad-station ask him the following question: "Do you want your daughter to marry a nigger?"

And the patient Lincoln, hearing this question so often asked, was finally moved to a reply that has gone down in history.

And so Laurier has been replying to those unfair Canadian politicians who took up the idle words of Champ Clark and his colleagues, and accepted them seriously, putting them before the Canadian people in the form of a threat as to what the United States proposed to do ♣ ♣.

Said Laurier, "Because two families are living close together and are on friendly terms, helping each other in many ways—this does not mean for an instant that one of these families is to be annexed by the other."

¶ The population of the United States is now one hundred million people. Canada, say, has ten million. Canada has nearly doubled her population in the last ten years, and certainly in that time she has doubled her assessable wealth.

The one thing that has brought about this big change has been the Canadian Pacific Railway, which is the most prosperous railroad on the American continent.

The building of this railroad was begun by the Canadian Government, and after several years of futile attempts to "lay the rust," the venture was turned over to private parties. But the Canadian and English Governments took stock in the railroad to the extent of sixty-seven million dollars, out of a total expenditure of one hundred fifty million dollars. The Canadian Government also gave a bonus to the railroad of twenty-five million

dollars, and a land grant of twenty-five million acres.

If ever a government showed itself friendly to railroad-builders, Canada is that particular government ♣ ♣.

The business-baiter in Canada has never been able to get the speaker's eye.

To pass laws, and then let them lie inactive for ten years, and then suddenly invoke them to embarrass the very policies that have made the country great, has been a thing Canada has not been guilty of. No wonder that the word "Annexation" struck chills of fear to her heart. There is nothing in life so terrible as to be annexed to the wrong party.

The liberality and the generous policy that Canada has shown for the Canadian Pacific Railway has been rewarded a hundred times over in tangible wealth which now belongs to the people of the Dominion.

Big things have got to be paid for; and without the hope of reward we never get a sufficient amount of enthusiasm engendered to do these mighty things.

Railroad-building is something that requires the very life-blood of the man who undertakes it. Weak parties are out of the game. Let them stand off, criticize and give advice as to how the thing should be done.

#### America's Greatest Railroad System

**T**HE Canadian Pacific Railway was completed in Eighteen Hundred Eighty-six. By Eighteen Hundred Ninety, the road was thoroughly equipped and trains running smoothly. Since then, the march of civilization along these four thousand miles of track, extending from the waters of the Atlantic to the Pacific, has been constant and sure ♣. There are only two railroads on the American continent that run from tidewater to tide-water: these are the Panama Railroad, forty-six miles long, and the Canadian Pacific Railway, say four thousand miles long.

Within the past ten years a great number of big manufacturers from the States have started branches in Canada for export and to supply the Canadian trade. Very naturally these manufacturers opposed Reciprocity ♣. The lack of Reciprocity forced them to establish branches in Canada, and Reciprocity now would be to lose the advantage they have gained through their Canadian investments.

¶ Canada is in a more independent position than she ever was before. Of course, this fact

was vitally placed before the voters at the late election.

The present duties on Canadian products coming into the States were fixed as a spite-fence in the years Eighteen Hundred Fifty-eight and Eighteen Hundred Fifty-nine. We had a grievance then toward Canada, and as a retaliatory move we inaugurated the present scale of duties, which practically forbade the importation of Canadian products into the States.

What do you suppose our grievance was? ¶ Well, it was because Canada refused to return to us our runaway slaves! In fact, this was exactly what the State of Massachusetts refused to do, and imagine, if you can, all the rest of the States turning on Massachusetts!

The whole issue has been forgotten, but these absurd duties, devised in wrath, still remain.

The men who legalized these duties are dead and in their graves, but the evil they did lives after them. We are the heirs to their hate and to the foolish laws they passed.

#### Let Down the Bars!

AND now that Canada turns down our offers of Reciprocity she is only giving back to us a little of the ill-will which we have shown toward her. Blood is thicker than water, and feelings are bigger than economics. ¶ The United States now needs Canada's wood-pulp; we need her minerals, her lumber, her wheat, her fruits, her horses and cattle.

Population in our cities is growing faster than in the country.

Just across the border are the things that we require and which we are willing to pay for, but we bar them by prohibitive tariff to the disadvantage of our people.

Now there is one thing we can do—never mind Reciprocity! We can repeal our tariff laws, and the things we need will flow to us.

¶ Canada is perfectly willing to sell her products. It is not for us to stand off and drive sharp bargains, but to get busy and open wide our doors, and then Canada, in due time, will simply and sweetly reciprocate. Reciprocity on a business basis is a matter for businessmen, and the hope is that, in future, we will have more businessmen in Washington and fewer of these gabby-jack, peascod politicians.

## Good Stuff

By Austin Woodward



EVER to accept anything as final—that is wisdom!

Better live three minutes and be truly alive, than live a thousand years in apathy. There's a worldwide difference between conceit and self-confidence.

Opportunity knocks but once? The man who framed this thought did not know how to take defeat aright.

The man who faithfully follows his instincts, never goes wrong.

There are exceptions to all good rules.

Art is feeling—crystallized.

When you feel your "nerve" giving away, it's very apt to be because you are thinking too much about yourself.

There's indescribable beauty in a tear-drop to him who can but see it.

Anything you can't reverse, "aint much"; but this statement does not always apply to mere words.

Help the "weak" with kind words, encouragement, and behold—the transformation!

¶ An angry man is like a "drunk": he seems to see things better with one eye shut.

Bitterness repels. If you don't feel animosity, you won't show it.

The man who submits to tyranny of any sort, usually has but himself to blame.

The man who expects to be "understood" is doomed to disappointment.

To be willing to lose all is to possess everything. ¶ The term "respect" is only relative: it all depends upon the standard.

Order is Heaven's first law; buttinskyizing is disorder.

The things that work for good, if overworked, often work for evil.

Mere facts, without the knack of applying them, don't count for much.

Be satisfied if one experiment out of a thousand gets you nearer the Truth, though the world calls you a fool.

The white man who can't apologize to a "nigger," if needs be, is n't in tune with the Infinite. ¶ The radiance of a smile!

Kick a man when he is down, and Nemesis puts you on her list.

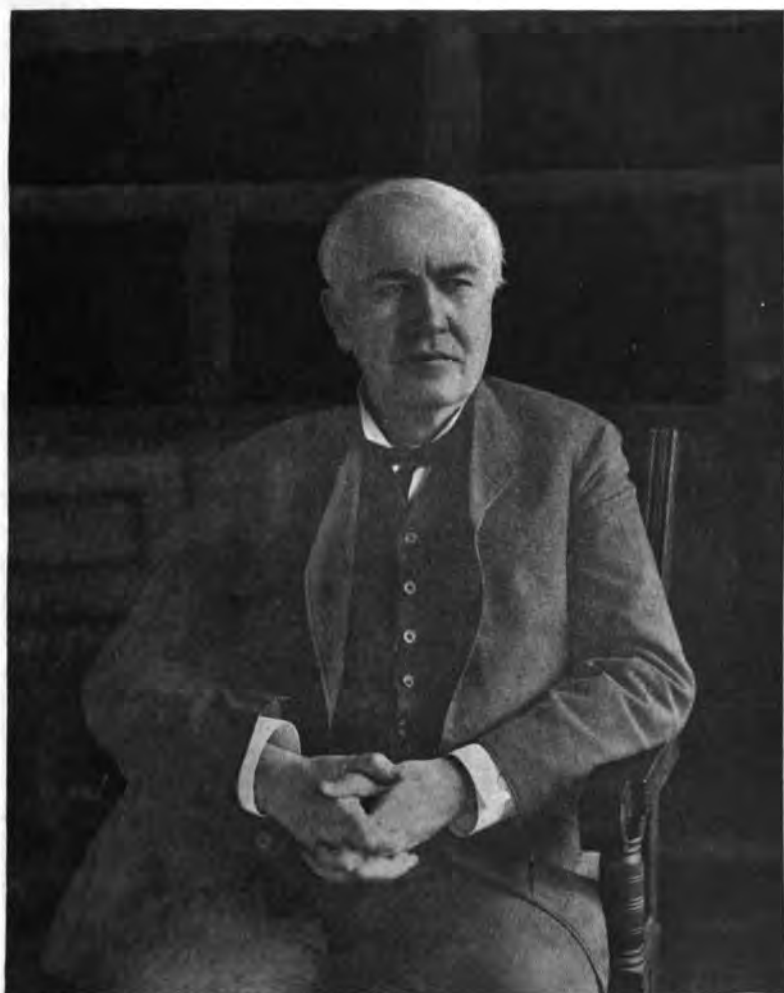
# THE FRA

EXPONENT OF  
THE AMERICAN  
PHILOSOPHY

Vol. VIII

DECEMBER, 1911

No. 3



THOMAS A. EDISON

PUBLISHED MONTHLY BY ELBERT HUBBARD  
EAST AURORA ERIE COUNTY N. Y.  
25 CENTS A COPY 2 DOLLARS A YEAR





# JONES DAIRY FARM SAUSAGES

**W**E live on a farm near a small town on a branch line of the Chicago and Northwestern Railroad. Here we make sausages, in

much the same way we suppose that they are made by hundreds of other conscientious farmers, all over the country.

But we make more sausages than we can actually use ourselves. The balance we sell to people who do not live on farms, but who nevertheless know what real country sausages ought to taste like.

We only make sausages in cold weather. On some days we make more than on other days; but we never on any day make more than enough to fill that day's orders.

At that we never get quite ahead of the demand.

We have other peculiarities. We use only the choicest parts of little, milk-fed pigs—raised by ourselves and our near neighbors. Our recipe is older than any member of our family. It calls for nothing but "sausage portions," home ground spices and pure salt—and that's all we use.

We are so far behind the times out here that we haven't ever seen the sense of adulterating or imitating. Perhaps that's one of the reasons why some folks won't eat anybody's sausage but ours.

You can get our sausages from your grocer, if you want them.

Ask your grocer, if he handles Jones Dairy Farm Sausages, to supply you with enough for a meal for your whole family on certain days—and thus insure you from disappointment. He probably will do so, but if he hesitates or advises some other kind, write us and we'll be pleased to send them direct. The same applies to Jones' green hickory smoked Hams and Bacon.

But anyway, you'll want to read our book. It has the flavor of the country about it.

**MILO C. JONES, Jones Dairy Farm**  
**P. O. Box 622, Fort Atkinson, Wisconsin**

Note: It takes a little more Jones Dairy Farm Sausages to go around than it does "farm style" sausages.



# THE FRA

EXPONENT : OF  
THE AMERICAN  
PHILOSOPHY :

Vol. 8

DECEMBER, 1911

No. 3

UNASKED-FOR ADVICE IS USU-  
ALLY WORTH WHAT IT COSTS

Single Copies, 25 Cents; by the Year, Two Dollars; Foreign Postage, 75 Cents Extra

Elbert Hubbard, Editor and Publisher, East Aurora, New York

Entered at the Post-Office, East Aurora, New York, as Matter of the Second Class  
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## THE OPEN ROAD A FOOT WITH THE FRA

### The Follies of La Follette



A FOLLETTE demands railroad rates based on a physical valuation. In a recent speech he cited the Great Northern Railway as an example of a railroad whose stock he claims contains more than fifty per cent of water. La Follette wants rates based on what the road cost to build, and not on what it is worth today.

The fact is, no great railroad would ever have been built on the basis of Mr. La Follette's figures.

The basis of increase in productive value of the land through which the railroad passes—land that was on the market, before the railroad was built, for a fraction of a dollar per acre, and could not be sold even for that, and which settlers would not accept as a gift—is now worth, say, twenty-five, fifty or one hundred dollars an acre, and in cases of town-sites vastly more. The increase in the value of the land has arisen from one thing, and

only one thing, and that is the railroad. The value of the railroad property has increased with all other real-estate values.


Here is a railroad two thousand miles long, with towns, villages and cities every few miles along the entire route. The prosperity of the people is seen in the fact that they are traveling both ways. They make money, and then they go East to see the old folks, and of course spend their money all along the way. Had there been no railroad, there would have been no towns and villages, and no people. ¶ How absurd it is to berate the men whose enterprise, prophetic vision, ambition, and undying persistency made the railroad possible! Are they not entitled to a goodly return for all they have done for the mass of people who are benefited by and through this enterprise?

The value of this vast tract of land through which the railroad goes can never slump or recede. It will be worth more as the days go by. ¶ It is very easy for the villager to sit on his cracker-box, and warm himself before another man's stove, and damn society for not doing this, that and the other. Then, equally loud and persistent are his criticisms of the man

who goes ahead and does the thing which he has said should be done. He complains either way. He will kick if you don't, and he will protest if you do.

The tragedy is when such an individual is placed in a position where his protests are wrongly educating the people into the fallacy that they are being oppressed.

### The Alaskan Anomaly

 UST now we see the very curious condition of thirty-five thousand people in Alaska, where fuel is in great demand, buying coal from Canada, when right beneath their very feet are lying inexhaustible supplies of coal.

To mine this coal requires enterprise and capital. La Follette has neither, and he blocks the way of big combinations of capital going in and giving this coal to the people at a fair charge for the service rendered. If the United States is to own the mines, then let her supply the capital to work them, and bear the risk of opening them up.

But no; conservation will not do this. Conservation will neither open up the mines, nor allow any one else to do so. This is called "protecting the people."

If Alaska coalmines were operated directly by what is called "Big Business," the people of Alaska could have coal at one-half the price they now pay; and then they would be able to go on and develop a great many other industries so so

Coal is necessary for power; and to withhold this coal from the use of the people through fear that "Boss Shepard" and "Boss Tweed" are going to get more than their due, is the attitude of the villager.

Coal can only be mined where the mining enterprise and transportation facilities are in accord so. Coal without transportation at the door is valueless. Transportation with nothing to haul is, after all, but a right of way and a streak of rust.

Alaska needs Big Business, and to chase big business out of Alaska is now the proud achievement of the genus villager, armed with a megaphone. The villager has always told what could be done and should be done, but he never goes ahead and does it. His business is to block the game of the other people, and heap obloquy on the man who succeeds. The things that are not his are hated, detested and denounced.

### The Rehabilitation of the Sherman Act

IT is a peculiar proposition that the Sherman Act, which was passed twenty-one years ago, lay in a comatose state for over ten years, and during the time that the Sherman Act was quiescent was our period of greatest prosperity and expansion.

Wealth accumulated in America at a rate never before known, either in this country or in any other since history began. Big business, big combinations of capital, big schemes evolved by individuals and carried through to a successful issue, made these things possible.


Suddenly some one scented fees, and we find the Trust-Buster coming to the fore so. During the last three years the Government has paid out in fees to trust-busting lawyers more than a million dollars.

The Sherman Act, conceived in a wave of popular populism, was passed on the argument of a genus villager that big combinations of capital would result in robbing the people of their own.

We now believe that big combinations of capital are no more iniquitous in themselves than are small combinations. Man is made for combination and organization, and civilization comes only as a matter of mutuality, co-operation and reciprocity.

Sanity reveals itself in organization. In very truth, the inability to co-operate is insanity. Individuals by themselves are savages, or worse so so

### Intelligent Supervision Necessary

 IG business combinations should have supervision, but the supervising should be done by men who are in sympathy with the final end in view—and that is, to produce the very best quality of article at the lowest possible price to the ultimate consumer.

Let it here be stated that everything at the last is paid for by the consumer, even the trust-busting fees paid to the attorneys who have turned business-baiters—for a consideration. ¶ Economics is the one science through which the world will be redeemed; and economics means the creation, production, transportation and distribution of the things that are necessary to life.

Big enterprises can only be carried through by individuals, and behind every big business you will find the man of initiative. One-man power is the thing that really counts!



A committee is a thing that takes a month to do what an able man can do in an hour. La Follette wants to place things in the hands of committees. Result—they will never be done!

Alaska will languish and business will die for lack of light, heat and power; while beneath the soil of Alaska lie these boundless supplies. ¶ Conservation without enterprise is inertia and stagnation.

Natural resources can be conserved until the people starve for lack of food and freeze for want of fuel. Things are valuable only as they are used.

A water-power site where the water is used to turn the wheels of trade means a prosperous, growing, expanding city. It means parks, schoolhouses, railroads, good roads, automobiles, happy homes furnished with books, pictures, rugs and all the luxuries of life. Until this power of the waterfall is used, however, it is only a place that thrills the heart of occasional tourists or bridal couples who linger in the neighborhood and say, "Oh!" and "Ah!"

Those who clamor loudest for conservation do nothing but complain and find fault with the men of enterprise, and tell how the things should be done. They are villagers all, lifted to the nth power.

Businessmen and men of initiative, who possess the far prophetic vision, are the men who create capital, and they are the men who know how to use it. This country should encourage her businessmen. They are the true modern geniuses. They are the Michelangelos, the Leonardos, of our time. ¶ America is great on account of her railroads, her factories, her parks, her schoolhouses, her playgrounds.

We have had the professional millionaire; now we are getting the amateur. You will find him playing a big part, talking little and doing much. He is the good American sport, a cheerful loser, clean-shaven, smiling, healthy, an outdoor man without a grouch, and with no kick coming. This is the man, the American businessman, that is going to make the world over.

My plea is for La Follette, Teddy da Roose, and Gifford Pinchot to retire to their apertures and pull their cavities in after them. This for the good of mankind and the benefit of the race—and of generations yet to come.

## A Commonsense Writer



F all the writers who lived in Rome in that wonderful time which we call the Age of Augustus, none now is so widely read as Plutarch. Plutarch was a farmer, a lecturer, and a Priest of Apollo. On investigation, I find that the office of Priest of Apollo corresponded about with that of an American Justice of the Peace.

Between pasture and palaver, Plutarch became rich, and owned an estate on the Isle of Malta. And there he lived when Paul was shipwrecked on his way to Rome. ¶ Plutarch never mentions Paul, and Paul never quotes Plutarch. What a pity they did not meet!

Plutarch wrote the lives of twenty-three Romans, and compared each with some noted Greek, usually to the slight advantage of the Greek; for although Plutarch lived under the rule of Rome, he was born in a province of Greece, and his heart was true to his own. ¶ It is quite probable that no sure-enough literary man—who knew he was one, and acknowledged it—would mention all of the many trifles which Plutarch brings to bear, shedding light on the subject.

Whether Plutarch gathered some of these airy, fairy, pleasing tales of persiflage from his imagination or from the populace, is a question that is not worth while discussing. Practically all we know of the great men of Greece and Rome is what Plutarch tells us. ¶ It is Plutarch's men who live and tread the Boardwalk with us. The rest are dead ones, all.

The only men who endure are those whose lives are well launched on the inky wave. Heave ho!

Such trifles as Cæsar's remark that he was deaf in one ear; that Pericles had a head like an onion; that Cleopatra employed a diver to attach a salt codfish to the hook and line of Mark Antony; that Socrates made pastoral calls on Aspasia; that Aspasia was very well acquainted with Cyrus, King of Persia, and from him gained her knowledge of statecraft—these are the things that endear Plutarch to us.

The things that should n't be told are the ones we want to hear. And these Plutarch discreetly gives us.

Shakespeare evidently knew Plutarch by heart; and it was the only book he knew. He was inspired more by Plutarch than by any other man who put pen to paper. It was the one book in which he dived and swam, in the days of his budding and impressionable youth; and most of his plots are those of Plutarch ♣ ♣

Lives of great men all remind us—of a great many things that we would do if we were able.

¶ Biography broadens the vision and allows us to live a thousand lives in one; for when we read the life of a great man we unconsciously put ourselves in his place, and we ourselves live his life over again.

We get the profit without the risk, the experience without the danger.

It is Plutarch himself who says that tragedy is always pleasing to the onlooker, for the reason that he is inwardly congratulating himself that he is out of reach of danger ♣

#### Literature's Tribute to Plutarch

**M**ARK TWAIN said there are only six original stories, and four of these were unfit for ladies' ears, and that all six of these stories trace back to Rameses the Second, who had the felicity to live ninety-six years ♣ ♣

This remark of Mark Twain traces a direct pedigree to Plutarch, who said the Egyptians lived life in its every phase; and anything that could happen to any man or woman happened in Egypt, therefore all stories of misunderstandings, tragedies, comedies and such can be traced to Egypt.

Herbert Spencer was once beaten at billiards by a smart young man. Spencer proved his humanity by making a testy remark to this effect: "Young man, to play billiards well is an accomplishment, but to play billiards too well is proof of a misspent youth."

In Plutarch's life of Pericles he has King Philip say to Alexander, "Are you not ashamed to sing so well?"

And Antisthenes, when he was told that Ismenias played excellently upon the flute, answered, "Well, he is good for nothing else; otherwise he would not have played so well."

¶ The simple, plain commonsense of Plutarch is revealed in almost every page in such phrases as this: "Superstition causes nervous

fear and much trembling of the limbs, and mental agitation. From signs and wonders seen in the skies, and the thunders and lightnings and eclipses and certain movements of the heavenly bodies, fear follows, but when understood these are found to be the harmonious workings of Nature. Therefore, the cure for fear and superstition is a love of all natural objects."

Could we now express the matter better?

¶ Plutarch's writings have passed into the current coin of language ♣ His works are literary legal tender, wherever thinkers meet. Whoever writes, and writes well, is debtor to Plutarch for much wit, wisdom and gentle philosophy ♣ ♣

Academic writing dies and is forgotten ♣

Information about men, women and events, and that which relates to practical life, lives on and on.

Nine-tenths of all personal stories of the great Greeks and Romans trace to Plutarch. For instance, when the mother of Themistocles was taunted with being an alien, she replied, "True, I am an alien, but my son is Themistocles."

When Themistocles was asked what he could do, he answered, "I can take an insignificant village and make of it a great city."

This sounds like the remark of Augustus, "I found your city mud, and I left it marble."

¶ The words of a man do not necessarily live; but the words put into his mouth by a ready writer often do:

#### Some Nuggets From Plutarch

**T**HE breezy, epigrammatic, friendly style of Plutarch appeals to people of every grade of intellect.

Note the following quotations from Plutarch, and see how this man has ingrained his words into all literature.

It was the saying of Bion that, though the boys throw stones at frogs in sport, yet the frogs do not die in sport, but in earnest.

For to err in opinion, though it be not the part of wise men, is at least human.

Simonides calls painting silent poetry, and poetry speaking painting.

These Macedonians are a rude and clownish people, that call a spade a spade.



Pythagoras, when he was asked what time was, answered that it was the soul of this world ☞ ☞

Philip being arbiter betwixt two wicked persons, he commanded one to fly out of Macedonia and the other to chase him.

After Cæsar routed Pharnaces Ponticus at the first assault, he wrote thus to his friends: "I came, I saw, I conquered."

When Demosthenes was asked what was the first part of oratory, he answered, "Action"; and which was the second, he replied, "Action"; and which was the third, he still answered, "Action."

Cato said, "I had rather men should ask why my statue is not set up, than why it is."

The people of Asia were all slaves to one man, merely because they could not pronounce the word, No.

Alexander wept when he heard from Anaxarchus that there was an infinite number of worlds; and his friends asking him if any accident had befallen him, he returns this answer: "Do you not think it a matter worthy of lamentation that when there is such a vast multitude of them, we have not yet conquered one?"

Like the man who threw a stone at a bitch, but hit his stepmother, on which he exclaimed, "Not so bad!"

Pythias once, scoffing at Demosthenes, said that his arguments smelled of the lamp.

Demosthenes overcame and rendered more distinct his inarticulate and stammering pronunciation by speaking with pebbles in his mouth ☞ ☞

Cicero called Aristotle a river of flowing gold, and said of Plato's Dialogues, that if Jupiter were to speak, it would be in language like theirs ☞ ☞

Even a nod from a person who is esteemed is of more force than a thousand arguments or studied sentences from others.

It is a true proverb, that if you live with a lame man you will learn to halt.

It is indeed a desirable thing to be well descended, but the glory belongs to our ancestors ☞ ☞

When Alexander asked Diogenes whether he wanted anything, "Yes," said he; "I would have you stand from between me and the sun."

When asked why he parted with his wife, Cæsar replied, "I wished my wife to be not so much as suspected."

For my part, I had rather be the first man among these fellows than the second man in Rome.

Go on, my friend, and fear nothing; you carry Cæsar and his fortunes in your boat.

Zeno first started that doctrine that knavery is the best defense against a knave.

Lysander said that the law spoke too softly to be heard in such a noise of war.

Agesilaus being invited once to hear a man who admirably imitated the nightingale, he declined, saying he had heard the nightingale itself ☞ ☞

The old proverb was now made good, "The mountain hath brought forth a mouse."

Pompey bade Sylla recollect that more worshiped the rising than the setting sun.

Whenever Alexander heard Philip had taken any town of importance, or won any signal victory, instead of rejoicing at it altogether, he would tell his companions that his father would anticipate everything, and leave him and them no opportunities of performing great and illustrious actions.

He said that in his whole life he most repented of three things: one was that he had trusted a secret to a woman; another, that he went by water when he might have gone by land; the third, that he had remained one whole day without doing any business of moment.

For water continually dropping will wear hard rocks hollow.

To conduct great matters and never commit a fault is above the force of human nature.

A Roman divorced from his wife, being highly blamed by his friends, who demanded, "Was she not chaste? Was she not fair? Was she not fruitful?" holding out his shoe, asked them whether it was not new and well made. "Yet," added he, "none of you can tell where it pinches me."

Archimedes had stated that, given the force, any given weight might be moved; and even boasted that if there were another earth, by going into it he could remove this.

Geographers crowd into their maps parts of the world which they do not know about, adding notes in the margin to the effect that beyond this lies nothing but sandy deserts full of wild beasts and unapproachable bogs.

Anacharsis coming to Athens knocked at Solon's door, and told him that he, being a stranger, was come to be his guest, and contract a friendship with him; and Solon replying, "It is better to make friends at home," Anacharsis replied, "Then you that are at home make friendship with me."

Themistocles said that he certainly could not make use of any stringed instrument; could only, were a small and obscure city put into his hands, make it great and glorious.

**M**USIC is simply one form of expression. Its province is to impart a sublime emotion. To give himself is the controlling impulse in the heart of every artist—to impart the joy he feels; this is the dominant motive of his life. Hence the poet writes, the artist paints, the sculptor models, the singer sings, the musician plays—all is expression—a giving voice to the Silence. But it all is done for others. In ministering to others the artist ministers to himself. In helping others we help ourselves. We grow strong through exercise, and only the faculties that are exercised—that is to say expressed—become strong. Those not in use atrophy and fall victims to arrested development.

## Peter Sterling Grosscup



OMEBODY has said that a judgeship is given to a lawyer as a testimonial of his inefficiency. The saying is smart, but should not be accepted as truth, for while it is a fact that some very mediocre lawyers have made excellent judges, yet because a man is a good lawyer is no reason why he should be recalled as a judge.

Judge Grosscup has served on the United States Circuit Court Bench for nineteen years. He is a great lawyer and he has been a great judge. When necessary, Judge Grosscup always shows himself to be bigger than the letter of the law. The law, when not tempered with commonsense and flavored with mercy, may be an engine of persecution and destruction.

Blackstone said, "The extreme of the law is the extreme of injustice," and on another occasion we find him writing this: "The letter of the law expresses the will of the people at the time the law was passed; but public opinion moves on while the law in its expression is static. Thus the problem of the judges is to keep the law abreast of the spirit of the times. Hence all laws require interpretation, and they must be interpreted by the rule of reason."

In Judge Grosscup's notification to his associates of his resignation, he says that, in future, public opinion will play a bigger part in court decisions than ever before, and he intimates that he resigns from the bench in order that he may play his part in the formation of the times. The superior man is one who is influenced by his times and who influences his times.

Judge Grosscup is an able writer, and an orator of worth and power, and while the United States bench loses an excellent judge, the world, I believe, will be the gainer by having Peter S. Grosscup in the ranks of the laymen. A man can very often say things on the floor that would not sound well from the speaker's chair. He is a man of big ideas and strong feeling, and is bound to express himself until death puts the kibosh on him; and as the man is in perfect health and is

on good terms with this green old earth, it is likely that he will find a place for his fulcrum and give us a list toward the Goal. Justice Harlan popularized the words "obiter dicta" for us by way of the right oblique, but the truth is the obiter dicta of the people make public opinion, and public opinion not only makes law, but is law. And we are going to get considerable O. D. from Peter. Anything this man writes, or any words that he utters, the world will listen to. Then, of course, we will all do as we please; but in any event, the man has had his say and his spirit has mingled in the Zeitgeist.

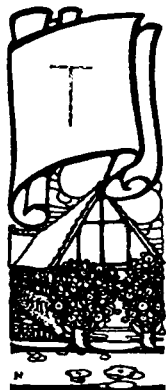
Judge Grosscup stands for the American Philosophy, which is simply the philosophy of reciprocity, co-operation, human service, health, good-cheer, work, laughter, study and play, all well mixed and flavored with equanimity. Also, he believes that inasmuch as we have agreed to play this game according to the umpired rulings, we should not refer to the decisions of a judge as "a miscarriage of justice."



The midnight brain is a bad thing to cultivate, especially when reinforced by much coffee.



## The Village Muckraker



HERE once lived a man known to the world of horse-lovers as "Pa Hamlin."

This man ran a general store at East Aurora, and built up a large and flourishing trade, as country stores go.

And he was denounced by the merry villager in exact ratio to his success and the benefits he conferred upon the town.

It is the buyer's right to defame the seller; and this privilege is pretty thoroughly exercised the wide world over. When the setters set to and rip a man's reputation up the back, you may depend upon it that the person defamed is quite unlike the impeccable ones who do the defaming. The fact that a man has things that we want is justification enough for our damning him. Any man who does much to benefit and help the city, town or village where he resides, is looked upon with suspicion.

Waterworks, sewerage, parks, paved streets are never the spontaneous evolution of the people of a town. They are pushed upon the many; and a deal of diplomacy, argument, handshaking, and kissing of babies is required to bring about the betterment.

Only one-man power counts.

Everybody in town may say that Main Street needs paving; but let any one man take hold actively to get it done, and this man finds the way blocked, his hands tied, his feet manacled by the muckrakers whose chief business it is to muckrake time and a third. That is to say, he has to make terms with the genus setter; and when the thing is finally completed it is the common talk of the town that this man has benefited himself by the things provided for the good of all.

It is now the thorough belief of every businessman who has any knowledge on the subject that Tweed in New York and Shepard in Washington benefited their respective cities immensely, and that to a great degree they were victims of village hate.

Boss Tweed bought up great numbers of vacant lots, removed shanties, scattered the squatters, and evolved Central Park—the great playground for the people.

At that time the city had not nearly caught up with the Park, and the enterprise and prophetic vision of Tweed were the very things that brought about his downfall.

We now know that the man did not profit at all by his transactions; and it is probably the same with Boss Shepard, who gave us the new Washington, which is the most beautiful city, from a topographical standpoint, in America.

This is no apology for the corruption of and waste of political bosses; but viewing matters in the light of results, the men just named were benefactors of the people, and fell victims to the genus villager, who opposes the very things that he suggests, yet shares gleefully in the graft if it comes within grabbing distance.

Pa Hamlin was one of the first men in America to make glucose sugar. He bought the secret from a man who was unable to make use of it. Terrible tales were told about how he robbed this man.

When Pa Hamlin was raising horses, laying out beautiful farms, increasing the yield of crops, and showing farmers how to farm,

he hired men who got even by damning him at the grocery every night. These parties, who nibbled at the crackers and sampled the cheese and occasionally swiped sardines, are classics; and their habit is never to forgive or to forget the people they have injured. And the moral is this: When you hear successful people hotly denounced, just take off fifty, ten and five, and then withhold judgment until you know something for sure about the man.

The man who can not spare time for outdoor recreation usually holds the averages good by taking time to be sick.

## The Tour of Taft



RESIDENT TAFT is making a big tour across the country, getting acquainted with the common people, of which he, and all of the rest of us, are one and the same.

The real audience, however, to which the President is speaking, is not made up of the folks who hear his voice. His utterances are taken up by the Fourth Estate, and printed in ten thousand newspapers, and sent broadcast over the world.

The opinion seems to be growing that Taft has served the country faithfully and well, granting the proposition that to err is human, but to profit by mistakes is divine.

Taft has been getting an education; and he is a man who does not make the same mistake twice—during the same year.

A great many people believe that four years in the Presidential Chair is only a fit preparation for four years more, and the object of making the Presidential term four years is so we can recall the man without especially hurting his feelings if it is necessary to do so. This was the idea of Thomas Jefferson, the only Democrat that America has so far produced.

Taft has explained to the world in good, straight English that the words "reasonable" and "unreasonable" were not coined by Chief Justice White, but that all laws must be interpreted by the rule of reason. Society is a changing mass. The words of the law

stand still, society moves on; and the only way we can get equity at all is according to the application of a modicum of common-sense.

Immediately after the big decisions, there was a flood of bills introduced in Congress for the abolition or management, as the case may be, of all big corporations. These bills have found themselves nice, nesting resting-places in the pigeonholes kindly supplied by the various committees.

The business of the world seems to have settled down to the idea that Chief Justice White and his colleagues rendered an eminently wise decision in both the cases of the Standard Oil and the Tobacco Trust. In fact, the Supreme Court did the only thing it could do: it preserved innocent parties from loss and recognized that confiscation is a Sixteenth Century precedent, and not now tenable in the United States of America, which is supposed to be regulated by the "demos." And the "demos" is thriving by and through Big Business, and knows it.

Philosophy is the keyhole through which the curious may peep into the smithy of the Eternal, where the great Iron Laws are forged.

## Admiral Schley



WITH the death of Admiral Schley, the war with Spain seems to be a far-off event in history. Sampson, Schley, Shafter, and many other heroes of that misunderstanding, all gone hence; and the quarrels and quibbles and jealousies and heart-burnings settled by the great arbitrator, Death, who quiets all disputes.

Admiral Schley was born in Eighteen Hundred Thirty-nine. He was a man of whom all Americans were proud, a man without too much brain or too much sentiment, a man who had learned to take orders and who was able to give them. A brave, truthful, commonsense man—one of the sort the world needs more of.

He fell dead on the street in New York City from an attack of cerebral hemorrhage. Quickly he was surrounded by strangers,

none of whom knew who he was. Finally, a policeman examined his clothing, in order to identify him, and in his pocket was a watch presented to him by his native State, Maryland, duly inscribed, "For heroism and memorable services in rescuing A. W. Greely and six comrades from death at Cape Sabine, on June Twenty-second, Eighteen Hundred Eighty-four."

Quickly a squad of blue-jackets from the Brooklyn Navy-Yard was summoned, and they acted as escort to the stricken man who had been their chief.

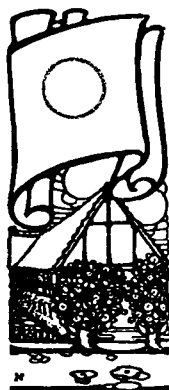
The passing of Schley was all just as he might have arranged it himself. The man never suffered any mental decline. His death was instantaneous and painless, and the blue-jackets who lifted his dead body reverently, all might have been selected by his own brain, now stilled forever.

•••

Emerson loved the good more than he abhorred evil. Carlyle abhorred evil more than he loved the good.

•••

## Joys and Glooms



NE of the happiest conceptions of the year is that of Powers, the cartoonist, with his jolly Joys and grouchy Glooms. Powers has the whole United States laughing with him—not at him. Then after we laugh, we sometimes sigh and think—there is so much dogged truth in these pictures!

The idea of the Glooms and Joys is passing into the current coin of language, and will soon be legal tender wherever English, she is spoke. The real fact is that Powers has seized upon a great scientific fact and popularized it for busy people.

The scientists have told us that man's body is a battle-ground between the forces of life and those of dissolution. When the friendly germs are in the majority, we are in health. When the germs of death and dissolution are in the ascendancy, we are slated for the toboggan.

Doctor J. H. Tilden of Denver tells us that the germs of typhoid as well as the germs

of tuberculosis are found in most healthy bodies. The proposition is simply to keep the malignant germs in the minority, and then they cause no trouble. What we want is resiliency, or resisting power; and so long as we have this resisting power we fight off misery, woe and disease.

The friendly germs are fighting for us, millions of them are on our side, and a happy, exuberant, hopeful, healthful, merry attitude is evolving and breeding them; while, on the other hand, depression, misery, hate, the thought of revenge, jealousy, and fear evolve and breed the germs of dissolution or the malevolent bacteria.

Powers shows us pictures of the marching Glooms; and then at other times come the dancing, prancing, airy, fairy, frolicking Joys. So surrounding every one are the Joys and Glooms. When the Glooms get in the ascendent, we are ripe for the ether-cone, the referee in bankruptcy, the hurry-up wagon, and the booby-hutch.

When the Joys are in the majority, we are making money, making friends, working, hoping, dreaming beautiful dreams, and all the time making the world better because we are here.

From India comes to us the idea of the aura. The idea is that around every individual is a peculiar atmosphere. He himself forms this atmosphere through his mental attitude. This aura is supposed to be seen by the adept; but we all feel it, and everybody realizes it. At certain times a beautiful rose-tint surrounds the individual. At another time the aura is freighted with dark forebodings, unrest, suspicion; and then to be in the presence of such a one is to be depressed and cast down. Here we get another aspect of the same great psychological fact of the Joys and Glooms.

So Powers, the joker, is not only a great cartoonist, but he is also a great philosopher. What we want to do is to get rid of the grouch and give the Glooms the go-by, so that the joy-germs can come marching in with their microscopic brass band and fill the aura with hope, courage, animation, ambition and love.

When the Joys travel with us, nothing is difficult and everything is beautiful. Success to Brother Powers! He is helping the world to kibosh the Glooms, through



making them supremely ridiculous with their whiskers and big bandit opera-bouffe hats. ¶ Any man who insists in going through the world with a bodyguard of Glooms is a monkey's hind-foot; while he who cultivates the Joys will never lack for friends, money, love, and all that makes for success and happiness.

The province of Art is not to present a specific message, but to impart a feeling.

## That War Cloud



ON September Twenty-ninth, war was declared by Italy against Turkey. Viewed from this distance, Italy seems to be in the wrong in the matter. The whole trouble has arisen through the desire of Italy to form a protectorate over Tripoli, a Turkish province. Tripoli is one of the Barbary States, on the Southern shore of the Mediterranean, stretching along the coast of Africa for a thousand miles. ¶ The only other Barbary Coast is in San Francisco.

The City of Tripoli proper contains about forty thousand people. In the City of Tripoli there are about five thousand Jews, five thousand Christians and thirty thousand Mohammedans, many of whom have a goodly mixture of negro blood; in fact, the whole city, if transferred to Alabama, would have to ride in the Jim Crow cars. The business of the city for the most part is managed by Jews and Christians.

Italy claims that she wants reparation for a series of "incidents," one of which is that a citizen of Tripoli eloped with an Italian girl, aged fourteen, and refused to return the girl to her parents on demand. It has since come out that the parents of the girl are willing to waive all rights, provided the aforesaid citizen of Tripoli would put up a certain amount of good mazuma. The triviality of the whole affair is seen in this "incident."

The belief is that Italy is endeavoring to get a foothold in Africa, and that back of her is our old college chum, William Von Hohenzollern.

This war promises to be the most bloodless

and shortest war on record. The sentiment of the world condemns war, today, as never before. And in view of the fact that both Turkey and Italy are over their ears in debt, Threadneedle Street has issued orders to cut it out.

The affair shows how easily two nations can go to war when they have the tools handy. ¶ Warships are made for something else than to blow up in peaceful harbors, or to cruise by the light of ladies' eyes. They are to use against the enemies, or supposed enemies, of their owners. There is nothing in this affair of Turkey and Italy that could not be arbitrated to the decided advantage and benefit of all parties concerned. The people in both countries would be vastly better off if neither side owned a gun.

### The Scene of Conflict

THE territory where this latest war has occurred, or will occur if it occurs at all, is the same territory that was tramped over by Alexander the Great and the late Julius Cæsar.

Rome once ruled the world. Then the center of power shifted to Constantinople, and Byzantium was supreme in finance, in philosophy, in education—standing about where the State of Indiana stands today.

But today, in Nineteen Hundred Eleven, we again find Rome making war on Byzantium, with Africa—the birthplace of civilization—as a stamping-ground.

But while Civilization was born in Africa, I am told that she did not remain there. It is a fact in history, almost forgotten, that the United States of America gave Tripoli the most thorough and effective spanking which she ever received, even counting the doings of Alexander the Great of Macedon and Julius Cæsar, Pontifex Maximus, of Rome.

During the American Revolution, when war was on between the United States and Great Britain, the Barbary Coast bristled with fierce little ships that ran up the black flag whenever an American vessel hove in sight.

Barbary pretended to patrol the waters of the Mediterranean, in order to protect the shipping from pirates. Every ship that then sailed went armed, but it was the habit of mariners from certain countries to pay a certain tribute to these pirates of the sad sea-waves.

That is to say, they compromised rather than fight. But the Americans were not inclined to pay tribute; and in fact, these opera-bouffe parties from the Barbary Coast simply seized upon American vessels when possible and captured the whole business entire, and in several instances held the captives for ransoms ☛ ☛

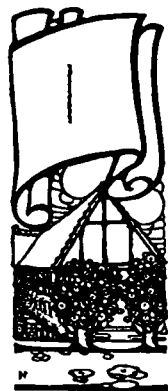
When Uncle Sam had gotten through with England, he spat on his hands and turned his attention to Tripoli.

Treaties of peace were soon made, but we were dealing with Orientals whose business it was to make treaties only to break them.

☛ Depredation still continued, and in Eighteen Hundred Five, we sent three warships to Barbary and sank every pirate's ship that the Yankees could lay their hands on. Since then, Tripoli has not engaged in piracy as a business. In fact, it was the United States that broke up this enterprising business which had continued on the Mediterranean since the Fifteenth Century, and before.

The wise man is ready to relinquish anything and everything, confident that something better is in store.

## Bad Breaks in Business



NOTICE that almost every man who is the manager of an office thinks that his helpers have a monopoly on stupidity ☛ ☛

The real fact is, however, that the thing is very generally distributed.

It is one of the facts that we have to face. If our helpers were as smart as we are, or a little smarter—which we expect them to be—they would

own the office, and we would be hustling around delivering bundles and taking their grump and grouch as a part of our duties ☛ It is no proof of the man's insight to hear him relate his sad tale of woe about the stupidity of his helpers and the inappreciation of the public. Everybody gets it where the millionaire's wife wears her pearls.

There are firms who pride themselves on having such a perfect system that a crack out of the box can not occur; but one of the

managers of Sears, Roebuck and Company—who have a wonderful organization, by the way—told me this story the other day:

It seems a certain man in Iowa sent in five dollars for a patent churn.

The churn was duly shipped.

After about ten days the man wrote in, explaining that his churn had not arrived.

The firm then, according to the usual custom, intent on having every customer pleased, no matter at what cost, wrote the man saying they had sent a tracer after the churn, but if it was not received within the next week to advise and they would send another.

A week went by, and the churn not appearing, the man wrote in, stating the fact; whereupon, Sears, Roebuck and Company sent the man another churn, with orders to ship the first one back, when it arrived.

Now it seems that both churns arrived at about the same time, and the man was so much pleased with the working of the churn that he just sold the extra one to a neighbor, and remitted the five dollars to the concern in Chicago.

On receipt of the five dollars, Sears, Roebuck and Company immediately sent the man another churn.

On receipt of this churn, the gentleman—who was of Teutonic proclivities and very busy with his farm-work, having no time to write letters—just sold this churn to a neighbor and sent in the five dollars.

Whereupon, Sears, Roebuck and Company sent him still another churn.

Five churns in all were sent, and four were paid for; but in order to stop correspondence, the Dutchman, when the fifth churn arrived, drove ten miles across country to a post-office where the postmaster did not know him, and sent the money under an assumed name, with a fictitious address.

The truth of the matter only came out accidentally, when Sears, Roebuck and Company traced the last remittance, which was sent under an alias; and by use of some Sherlock Holmes methods the wily farmer was located and the facts deduced.

### A Remarkable Case

☛ ONE of the most curious breaks that ever occurred to me was several years ago when I had charge of a manufactory in a distant city.

I wrote a form letter, somewhat as follows:

"Smith and Jones—Gentlemen: We want you to take an interest in our goods, and if you will do so and make a special effort on them, pushing the sale, we will give you exclusive agency in your town."

This letter was given to a girl who was told to write the letter to a large number of names, a list of which was handed her.

She called in several other girls to assist her, and the next day the form letters which the girls were writing read as follows: "Smith and Jones—Gentlemen: We want you to take an interest in our goods, making a special effort on them, and if you will accept exclusive agency we will push you in your town."

A few weeks ago I received from a New York firm, all in one mail, a thousand letters, all written by typewriter and signed with a rubber stamp, every letter exactly alike.

I cast around in the vacuum I call my mind and thought it out in this way: This firm decided to write one thousand letters, to as many printers, offering this particular invention which they had.

They wrote the first letter to me; then they gave a girl the list of one thousand names and told her to write this letter a thousand times, all exactly alike.

The girl, being intent on the ball-game, or the dress ball, or something else like that, and taking no special interest in business—not being able to understand it anyway—wrote a thousand letters to me, instead of writing one to each of the printers, and just held the list over for future reference—probably assuming the head of the firm was bug-house, anyway.

I knew the firm slightly, and so wrote them that I had received the one thousand letters, outlining my guess as to how the break occurred, and it seems I was right in the proposition.

Bad cracks in business are bound to occur: the thing is simply to minimize them; and as long as we are making headway every day, if a few blunders are made, don't pull out your hair and swear up the elevator. Keep cool—most of our work is well done.

It is a splendid sign to find a youth with a passion for any branch of work or study, or for any author. No matter how brief the love, it adds a ring of growth to character; and if you have loved a book once it is easy to go back to it.

## Colonel Frank Gotch



COLONEL FRANK GOTCH of Humboldt, Iowa, is now one of the big men in the public gaze. Colonel Gotch is an extensive farmer, a banker, president of a street-railway, and chairman of the board of a gas and electric-light company.

Also, he is champion wrestler of the world.

Colonel Gotch is thirty-three years old. He was born on a farm, brought up to bring in wood, feed the pigs, take care of the chickens and ride to town for the mail. He is a good all-round reliable man in any place you put him.

Gotch is happily married. His wife is a woman of beauty and brains. At the wrestling-match in Chicago, when Gotch defeated Hackenschmidt, the Russian Lion, Gotch's wife and his mother occupied a private box, smiling, happy and secure in the firm belief that Gotch would win, and he did win.

Gotch knows how to take care of his health and also how to take care of his money. He is industrious, economical, good-natured, and is a first-class, intelligent, and useful citizen.

Just now, he is making a tour around the world that will occupy thirteen months or more. He will meet a vast number of people, give them a good exhibition, and at every performance will make a little speech on the subject of physical culture. Everybody who sees him will be pleased with him. The speechmaking will exercise his convolutions, and the trip will educate him.

My hope is that Gotch will never again appear in a contest.

In the troupe with him are half a dozen good wrestlers, who give him a first-class tussle, and these exhibitions are right and proper; but Gotch now should retire on his laurels, just as Muldoon did.

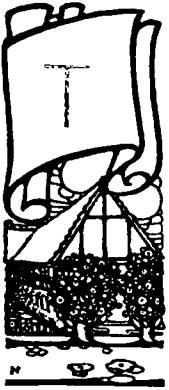
Muldoon is an artist and a gentleman, also he is an unthrown champion, and the fact that he never has been thrown has stiffened up his cosmic vertebræ and made twice the man of him that he would have been if he had gone once too often and gone down to defeat.

Listen to me, Frank Gotch of Humboldt,

Iowa! Keep out of this game now and let some one else go in and grab a few honors. You have money and you have the respect of the sporting people of America. Wrestling is not the end of life ♣ You have shown us what you can do—that is enough.

Theology and Ethics have no more to do with each other than have Law and Justice.

## Mystery of Life



THINGS pass into their opposites by accumulation of indefinable quantities," says Walter Pater. In that process is buried the paradox of evolution and the concept which breeds the mystic mind. Hate is the comic in a state of flux, for you shall in time become that which you hate; and the thing you scorn—behold, that thou art!

Evolution is a method, and method is the mantle of law. The Law itself lies out of time and space—it is the Spenserian Eternal Energy; it is that which knows neither "upward" nor "downward"; like ether, it permeates all things; it floods the atoms; it is worldshine; it is consciousness ♣ Our souls are a method—part of the mantle—and every act is redolent of the past. Things rise to a summit and flow down on the other side ♣ ♣

Nothing is spurious; all things are in their place. Artificiality is the curd on the natural. No man wills; he is willed; for he is a growth, and his roots are in the primordial ♣ The secret is in the seed, and the seed is the secret. No man can say, "I am evolved," he is forever evolving. He is a god in the crib—and his acts are only hints of his dreams ♣ ♣

Decay is growth seen from the other side. Decay and growth flout permanence. An eternal continuance dragging its anchor; a measured swirl of unmeasured waters; light flowering to form; abstraction masking as a concretion—what else do we know?

We came from the simian and tend to the sublime; and as the simian for ages was big with man, so is the sublime heavy with its unborn gods. The worm treads fast upon the

heels of God. Change has woven shrouds for myriads of Creators, for the universe subsists en passant. The opal tint in the dawn was spun by the lilies of the field, and the human form is chiseled star-dust. Alchemy is as universal as gravitation.

### Pain and Growth

THE universe began in an equilibration and will end in an equilibration. A sigh, an unrest, a faint ripple caused by some antagonistic principle—and the Law moved, and suffering was born. The pageantry of the flooding fates began. Vega in Lyra and the ant on its hill were born in travail. But why? With that question Wonder falls on us. ¶ You can not seize upon the past or the future. The universe is an eternal minute forever tottering to its doom—splash; torrent-mist; dream follicles that have burst on the brain-walls. Our sublimest act is still the abracadabra of an Unknown God—a God who hides behind a leaf and scribbles his contrarities; a God who is flea and futurity; who is oxygen and Arcturus. There are cabals held in the acorn, and the gods are enthroned in diatom. The radiating laws are hubbed on a pimple, and "evolution" is but a spoke in the Wheel of Fire.

Genius has Wonder; it is its sixth sense. The being that has envisaged the Cosmos in a glance exhales the ether of the unplumbed spaces his eyes have beheld. He is a white flame fleshed for the nonce. And his poems and pictures and philosophies are fables of Wonder ♣ ♣

Without this sense of wonder the singing of the stars is calliope music. The universe is doggerel. With the mystic gleam the universe is still doggerel—but scrawled by a Shakespeare ♣ ♣

The mystic—the epiphany of Wonder—in literature and art persists through the systole and diastole of realism and romanticism ♣ Zola has been called the prince of realists, yet he gave us "The Dream"—medieval in its touch ♣ There are some pages in it as ethereal as dawn. And the glamour of mystery pervades it all.

No action is complete—and there is no such thing as a "rounded deed." Our bravest acts are but balked dreams—fine conspiracies of the soul turned awry in a world of chance. So realism can not satisfy. The soul craves completion. It accepts "Madame Bovary"



and "Nana," but it will read "Paul and Virginia" to the end. And on the day after the end it will demand "Pilgrim's Progress."

### Science Names, But Does Not Explain

SCIENCE is bankrupt. The unlettered mystic in the Indian forest three thousand years ago knew what science is just now beginning to tell us. They now announce that atoms are, after all, but centers of force. "There is no such thing as matter," said the Hindoo, complacently, ages ago. Science has just discovered a substance called radium, which gives forth particles without losing weight. Nothing can be lost, nothing can be gained in an infinite universe, has been the essence of mystical teaching from Heraclitus to Emerson. Wonder's method is divination. ¶ To the mystic, life is a "conscious slumber." Goethe, Balzac, were great somnambulists who in a dream wrote hastily and feverishly what they thought they saw, then went back to bed again. Poe's soul never awakened to a single reality. From the ebon vaults of the Unconscious it stole upon a world of toppling shadows, ashen days, and vaporous, opiate shallows. Instead of universal law he felt the universal awe, and his life was a meditation on shadows.

Walt Whitman had but to name a thing and straightway that thing became a mystery. This solid seeming and substantial world he made to reel, and hung the mystic glamour of his soul upon the ant. He saw no greater mystery than the hair on the back of his hand, and he said that "a glance of the eye shall confound the science of all time." The plodding fact-grubber crawls upon a rim like a fly on a vase, but the mystic is the light within. ¶ To those who walk the world with open eyes, yet see not—those bald realists who believe that when you have named a star you have explained it—Ideas stand for things. But to the mystic things stand for Ideas. They translate particulars into generals. Goethe drew the universe into his soul, and his dying words were, "More Light!" He had translated all things into thoughts and all thoughts into visions, and, standing of all men of the century on the pinnacle of the spirit, he still stood in the dark. The light he had was just great enough to show him the impenetrability of the darkness beyond and around. But he fared forth with Wonder in his soul.

### The Sense of Sublimity

THE mystics in philosophy, literature and art do not differ essentially in any age. Environment can not touch them. Knowledge comes—and goes; the mystic lingers. He is above the time and clime, and the "modern investigators" are ancient crooners that shall be. Heraclitus or Maeterlinck, Lucretius or Tolstoy, Spinoza or Thomas Hardy, Sir Thomas Browne or Amiel, Buddha or Carlyle, Shelley or D'Annunzio—their premise is everlastingly the same: Shadows that emerge from a Void, scud across the earth, some in fury, some in pallid calm—and then the Void again.

A ring, a circle; an arc of consciousness, an arc of sleep; an emergence and a disappearance—like that modern illusion of stagecraft wherein fifty men, by marching in a circle before and behind the scenery, simulate an infinite host—that is life.

These solemn-suited Brethren of Wonder dwell in the husk of things, but are not of the husk. They are wizard souls glaring through the lattice of dreams, praying skeptics immured in the Tomb with the Black Panels. Their type of face is the face of Stephen Crane and Percy Bysshe Shelley—the Angel Israfel in flesh.

Life is a compromise between Fate and Freewill.

### Food, Love and Life



OOD is the primal need. Next to this comes love.

And, curiously enough, only the person who is properly nourished is capable of love. ¶ Thus we get Richard Cobden's dictum, "The ratio of marriages keeps pace with the price of corn."

An overfed or an underfed individual is neither loving nor lovable.

So well is this principle understood, even by the so-called unscientific, that in many families favors or civilities are never tendered or asked of my lord and master until after breakfast.

When Doctor Johnson was importuned by a newly-wed woman as to how she could best

manage her liege, old Ursa Major replied, "Madam, feed the brute."

Recent experiments in schools for backward pupils showed that the trouble with most of these children was that they were improperly nourished ♣ ♣

The same children when kept out of doors, and supplied with proper food, in a very few weeks found a joy in their studies, and some even went beyond the average in efficiency.

¶ The moral is plain. If we are to have a strong, sane, capable and efficient race of people, we must look well to our food-supply.

¶ One-half of our population are farmers ♣ In certain German universities, if they want to call a boy by a name that expresses stupidity, they term him a grocer.

In American cities and towns to call a man a farmer was to imply that he was "easy"—poor in purse and meager in brains.

Within the last ten years, however, the word farmer as a term of disrespect has largely gone out of vogue ♣ Only a hobo, now, scorns a farmer, and this is because the farmer wants to set him to work.

The advancing price of foodstuffs has raised the status of the farmer from one of opprobrium to that of envy. To own a piece of land and till it skilfully and well are things of which to be proud.

A man burdened by debt is not apt to be beautiful in either disposition or looks, and perhaps this had something to do with our scorn of the farmer in days ago. A farm and a mortgage were once synonymous terms.

#### The Ignorance of the City-Bred

♣ A FEW weeks ago I visited a farmer near a thriving city in the Middle West, and found my friend had gone to town to collect his rents. He owned a whole row of flats, and I venture the assertion that his tenants did not refer to him as a buckwheat; nor if he drove his mules up the street did they call, "Oho, a muley team and a jackass driver!"

¶ If you own an auto you can drive mules or ride a mule without losing your social status.

¶ The very best way to inculcate respect for the farmer and the farm is to teach the science of farming to all our children, girls and boys alike ¶ The elements of farming should be taught in every public school—and especially in city schools.

City people are often ignorant people, and the bigger the city the more dense the ignorance.

John Burns says, "The illiteracy of England is almost wholly confined to the city of London."

Any man is ignorant who is not on good terms with Nature, who does not love plants, flowers, trees, bees, bugs, birds and all the glories of the out-of-doors. Also, he is apt to be sick ♣ Congestion of population in the cities comes from ignorance and the fear of Nature. Isolation seems horrible, because only people interest. The man is foreign to the soil.

Yet all children love to dig in the dirt, and naturally they will plant a garden and watch the growth of things with eager interest. This natural recognition of kinship with the soil must be encouraged. And now that we have discovered that out-of-doors schools are a great gain in power, there is no longer the excuse of keeping indoors for fear of coughs and colds. You get your cold indoors, not outdoors.

#### The Agrarian Impulse

♣ "ACK to the farm!" is no longer a saucy, unasked-for piece of advice; it is a slogan of joy, a peaceful war-cry, a song of love and life. And so as a preparation for an efficient life we should teach farming in every public school ♣ ♣

In our colleges we have taught everything but the necessary. The useful has been tabued. To earn a living was not looked upon as especially desirable ♣ To speak the dead language of a dead people was the real accomplishment, and to gain a living without work was an achievement.

But the growth of the business colleges and the agricultural schools bodes a happier day. The business colleges teach the science of distribution; the agricultural schools the science of production.

Back to the farm means back to sanity, back to health, back to efficiency, back to life. Only thus will we reach the farm by going forward, not by going back.

The business of the farmer who produces food, and the grocer who distributes it, and the cook who prepares it, must be raised to the realm of fine arts, not left to the whipped-out, discouraged and inefficient.

And this new science, the science of human service, will be formulated, and is being formulated first and best right here in our own America. ¶ Our business is not exploitation and distinction; it is production and distribution. This way love, life and happiness lie.



## Worlds to Conquer



IN history there are three men who conquered the world. These men are Alexander, Cæsar and Napoleon.

Their method of conquering was through violence. These men had no desire to give themselves to the world; to make the world a better place because they were here; to merge themselves into the world and be lost in the mass.

¶ They were intent on honors, ease, luxury, and lust for power.

Alexander began the task when he was twenty years of age, and he completed it when he was thirty. He died, sighing for more worlds to conquer.

His teacher, Aristotle, twenty years his senior, foretold for him the end. To complete one task, and not have another in sight, is to die at the top. Aristotle outlived Alexander and saw his prophecy come true.

Aristotle refused to have anything to do with the business of destruction, but he told Alexander that when his men died, let them die at the point of the spear. What he meant was this: let them die fighting, not in the hospital!

Alexander lost more men in battle than he lost by disease; so he surely had a pretty good hold on sanitary science; but his own specialty was destruction and dissipation. Yet from one standpoint it was a great feat he performed. With an army of thirty-five thousand men he flung himself against a Persian horde of over a million. He scattered them and destroyed them piecemeal.

The world which Alexander conquered was about as big as the State of Texas. He marched Eastward through Persia, through Asia Minor, the Northern part of Africa and India. This was his world.

We have mapped and platted the world within our own time. Today we know the geographical world. Yet we will never die from Alexander's disability.

We see a Milky Way of worlds to conquer.

¶ The worlds for us to conquer are economic, political, pedagogic, philosophic, artistic and scientific.

Aristotle told Alexander that the dangers

that confronted an army were not in the ranks of the enemy, but were in their own camp—which means all that you can read into it. In order that no one may feel there is danger of getting out of a job, I am going to give here a list of worlds that we have yet to conquer. ¶ We have sighted these worlds, we know their orbit, and there is no excuse now to let them go unconquered.

### The University Militant

THE University Militant is now engaged in fighting:

1. For the rights of women.
2. For the rights of children.
3. For the rights of criminals.
4. For the rights of dumb animals.
5. To make all work and business beautiful.
6. For the elimination of theological fetish—a thing that has caused more misery and bloodshed than all other causes combined.
7. For the elimination of medical superstition, to the end that mankind shall be freed from racial fear, one of the most prolific causes of insanity and disease.
8. For the eradication of parasitism, through the reformation of our social ideals, and our systems of education, so that every man and woman shall know the joys of earning an honest living—this for the good of the individual and the preservation of the race.
9. Against the tyranny of fashion as applied to clothes, housekeeping, and social custom.
10. For the disarmament of the Nations, and international arbitration, in order that this world shall cease to be a place of the skull.

Alexander, Cæsar and Napoleon each lived in a very limited world. They conquered all the world they could reach, and then they erected a shrine to the god Terminus.

Every individual lives in a limited world. And all the world we should attempt to conquer is our own world. Also, it is well to realize the dictum of Aristotle, that the foes of an army are those within its own camp. That is to say, our enemies are those which lurk in our own hearts—hate, fear, jealousy, sloth, greed, inertia, appetite.

To conquer the foes within is a task indeed. But the recipe for peace at home is a foreign

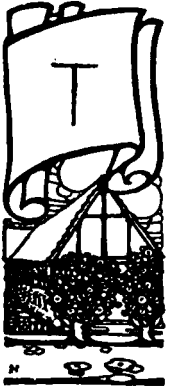
war, and so the person who would be strong and efficient should enlist in the University Militant and help conquer the foreign foe, this as a part of the plan for conquering himself ☛ ☛

Choose your division and enlist in the Army that is fighting for Human Rights. Don't be a neutral or a camp-follower.

Get in the fight, and stand back to the wall. Be one of a glorious minority. Be a Greek, and never let yourself be swallowed up by a Persian mob. Dare to stand alone, to fight alone, to live alone, to die alone! Otherwise you will not live at all—you will only exist ☛

It is said that people who talk but little are quiet, either because they are too full for utterance or have nothing to utter.

## Culture



TAKE heed to culture. Culture is character in motion. It is a habit of life—a habit transformed into a tendency. It is the tendency of appreciation for every good and beautiful thing, and the quality of being courteous, kindly, generous and moderate in your judgments and estimates of others. ☛ If you are a man of culture, you do not shout, vociferate, rant, condemn or boast.

You realize that no man is so wholly right that he can afford to say that another is wholly wrong.

You are more intent on being than seeming to be ☛ ☛

Cultivate the intellect, and you shall have a mind that produces beautiful thoughts, worthy images, helpful ideas; that will serve as a solace in times of stress, and be to you a refuge 'gainst all the storms that blow. The cultured mind, as compared with the uncultured, is the difference between a beautiful garden which produces vegetables, fruits or flowers, and a tract of land that is overgrown with weeds and brambles.

To be a person of culture is to be at home under all conditions. Your mind is stored with mental images, and memory comes to keep you company, and guide you from nostalgia and the sense of separateness to

universality or oneness with the Divine ☛ The country will be beautiful to you in any season, and society and solitude each will be welcomed by you in turn. You are to reject nothing, despise nothing, knowing that everything belongs somewhere, and that it is needed to make up the great mosaic of life.

You are not to draw close about you the skirts of intolerance, nor look with disdain on those less fortunate; but always, and at all times, be able to place yourself, through the gift of imagination, in the position of others. Thus do you evolve sympathy and pity, two sentiments without which a man is indeed but a mental mendicant.

Conduct, culture and character are graces that go through life hand in hand, never separate or alone. Happy is he who has more than a speaking acquaintanceship with each.

☛ Culture is the cream of conduct. It is the sure result of the Study Habit, linked to Self-Reliance and blessed by Concentration. Fortunate are we if we evolve from our hearts these great gifts with which the Creator, in His goodness and wisdom, has endowed us. ☛ Culture, like all of life's blessings, can not be hoarded—it is for service. Those who are wise give their culture away, and thus do they retain it.

When sympathy finds vent in vengeance and love takes the form of strife, who can say where it will end!

☛ THINGS all men can do and explain are natural; things we can not explain are "supernatural." Progress consists in taking things out of the supernatural pigeonhole and placing them in the natural ☛ As soon as we comprehend the supernatural, we are a bit surprised to find it is perfectly natural.

But the limitations of great men are seen in that when they have acquired the skill to do a difficult thing well, and the public cries "Genius," why the genius humors the superstition and begins to allow the impression to get out mysteriously that he "never had a lesson in his life."

Any man who caters to the public is to a great degree spoiled by the public. Actors act off the stage as well as on, falling victims to their trade; their lives are stained by pretense and affectation, just as the dyer's hand is subdued to the medium in which it works ☛

## Work and Waste

By Alice Hubbard



THE word "Labor" comes to us from the Latin. The Anglo-Saxon word "work" was used by the common people to express the same meaning. ¶ The word "work" is used when speaking of the activity of toil by people engaged in it. "Labor" is used when speaking of the same activity by a scholar or student. Labor has the same relation to work that pork has to pigs,

beef to cattle, nourishment to food.

Toilers work. Philosophers labor.

However, labor means work, and work is toil, exertion of the body and mind, especially when intelligently directed toward a result which is a benefit to mankind.

There are two kinds of labor recognized by economists—productive and unproductive labor. ¶ Productive labor is positive. It is that which is the means of producing what is acknowledged as a good to humanity.

Farmers, manufacturers, miners, all craftsmen are engaged in productive labor.

Business recognizes another kind of labor, called "unproductive labor," which is indirectly productive and necessary to the accomplishment of a definite result in labor.

¶ All supervision, caretaking, all presiding and managing, advertising, selling and shipping, all work connected with transportation, repairing of machinery, is unproductive, but necessary to production and in making the product of labor of value to humanity.

The business world is made up of people who labor in that which is directly productive and indirectly productive.

As a rule, the indirectly productive labor commands a higher price than does the directly productive, because there are fewer people who are capable of doing productive, unproductive work.

The president, manager, superintendent, are brain to direct the brawn of the laborer, so that his work shall be effective in results. So, too, salesmen, advertisers and those engaged in transportation make production profitable by creating a demand for the product and distributing it.

Workers in the business world receive a compensation for their labor. This compensation is in money and product. Unless the laborer is the owner of the business, he has a fixed amount of money or product for which he works. ¶ Remunerated labor has been until recently performed by men.

People who work regularly for others, or another, without other compensation than a living, are defined slaves. These hold the same rank in the world of business that machines do, or that domesticated animals do. ¶ With them, skill and obedience are qualifications enough. Brain development beyond what is required for these two qualities is reckoned a disadvantage.

### The Unproductiveness of War

HERE is a variety of unproductive labor which has not for its purpose the benefit of mankind. Such exertion is rightly named unproductive.

War is work.

"War is hell."

War is unproductive.

In war there is much fatigue, great danger. The work required to carry it on involves great expenditure of strength.

The result of war is loss of human life, destruction of property, havoc made of crops, and decimation of domesticated animals.

¶ All wars carried on in defense of human rights and State rights have progress for their purpose, and are righteous. Here the purpose is truth rather than victory.

Aggressive war is negative in its every detail. It undoes what positive powers have done. Its single purpose is to win.

This unproductive labor has been carried on and made a business of exclusively by males. Females have fought only in self-defense, and not in planned campaigns of carnage.

The rewards for the labor of war have been honors and money. We have called those men the greatest heroes who have devastated and destroyed most. We have not counted the cost in war of human life, nor the agony of mothers, wives, sisters, friends.

Victory and spoils have filled the minds of warriors and war-makers.

### The Barrenness of Society

ANOTHER kind of unproductive labor as perilous and full of misery as is aggressive warfare, is what is denominated society.

¶ Of so great importance is it considered that we speak of the "Social World," devote columns in the daily newspapers to its "coming in and going out," and pages in magazines of fashion.

The social world is controlled by woman. Charles Kingsley said that men must work and women must weep. Now we have replaced some of the weeping with "social duties." ¶ Women still weep in society, but they also labor.

In Washington, District of Columbia, there are a great number of men seriously engaged in costly, unproductive labor, in discussions, making decisions, and laws, whose purpose is to regulate the conduct of the workers of the United States.

With the opening of each executive session of this body politic, the "ladies of the land" begin a series of "social functions" in the social world, disobedience to whose laws is the unpardonable sin.

Man-made laws may be broken without serious consequences, if cleverly done.

Woman-made, social laws are like those of the Medes and Persians. Woman power in lawmaking is something to be feared—in society; also, the penalty for sins of omission or commission.

The purpose of the labor of society is to impress women and men with the fictitious and unearned position of those who manipulate it. The positions are acquired by accident of birth or marriage, but they are never achieved. Its honors are assumed, as are those of heredity in royalty.

Women are never social leaders through having worked at productive labor. On the contrary, a working-woman is not admitted into "good" society.

She could not be. Society's demands upon a woman's time and strength are appalling. The requirements for strength and endurance in the position of social leader are Cromwellian or Rooseveltian.

A Washington woman once gave me a day's program she had lived through. She had dressed thirteen times, attending the same number of "functions." She had stood for eight hours, wearing tiny slippers with French heels which gave a standing surface just one-third of what Nature wanted. Her day began at ten o'clock in the morning and finished at two o'clock of the morning following.

No woman who washes for a living could labor as this woman did. No woman who works in the fields could endure it. No workingman has the strength for exertion so arduous.

And ladies can not survive it long.

A few months of it, then sanitariums, sanitariums, hospitals, health resorts, doctors, surgeons, nurses, masseuses, instructors in physical culture, invalidism, funerals, obituaries, epitaphs—written by those whose code of morals requires that they speak no ill of the dead.

A society woman's life is laborious. It takes an immeasurable expenditure of energy, toil unceasing, to live a life of fashion. It costs her life.

No productive labor is so exacting. There are no rainy days, no nights, no Sundays for society women.

Society's laws are inexorable, arbitrary. They must be obeyed. But they are made by people who do not know values, who know nothing of cost and care little for it.

To break these laws is to be cast into the outer darkness where there is weeping and wailing and gnashing of teeth, if one has capacity.

Natural laws are easy to follow—they are natural. The reward for obedience to these laws is length of days and happiness.

Obedience to unnatural law brings punishment, pain; nothing for the exertion but fatigue and exhaustion, few days and full of trouble, unhappiness, misery, death.

#### Society's Rewards

OMAN has for so long a time been owned by others that her work is considered to be in a world of unproductive labor. ¶ But man's work has been classed—all of it—as productive, whether productive or destructive.

No woman whose time has commercial value is in society.

The two are so in competition that no woman can work in the one world and play in the other. "All or nothing," society makes demand of women.

However, man may work, and play a little in society. A man who gives all his time and energy is rare, and is not desirable as a guest of honor.

"All or nothing," society makes demand of women.

"Do the proper thing all of the time." "Ye can not serve two masters!"

And women must serve.

Society's reward for great labor is the bauble Reputation, the whip and scorn of time

### Industrial Inequalities

YESTERDAY, in a large establishment where there is a farm connected with the work of the institution, there was great excitement because silos were being filled. ¶ Before the work began, everybody, far and near, knew that the silos were to be filled

Every five minutes a load of corn had to be brought to the silo, where men and machine prepared breakfast, dinner and supper for twenty-five cows, for one hundred and twenty-five days to come.

The men who were doing this work were looked upon as heroes.

Out in the field were bustle and excitement, horses and wagons, boys, corn and clover, the wonderful sunshine, the sweet smell of the fodder just being cut, the soft breezes. All made a lure and a joy that were irresistible.

¶ Even people not engaged in the work of silo-filling went to the farm.

The history of silos and ensilage was investigated. It was found that this was not a new industry. The Romans, in the time of Julius Cæsar, prepared and fed ensilage to their cattle; consequently, the word "silo" comes to us from the Latin people. It means cellar, because the first silos were made of cement and placed in the ground. The food was packed tight and covered to keep it from the air. For the four men who operate the machine and for the use of the machine that prepared the ensilage, the farmers pay two dollars an hour, and I heard several of them say, "It is worth it, too." And it was, although the ensilage-cutter represented an investment of only two hundred dollars.

On this same day, in the same institution, in two big kitchens, or silos, because these kitchens happen to be in the basement, there was much ensilage being prepared for the Winter use of human beings.

In one kitchen, thirty bushels of peaches, ten bushels of grapes, eight gallons of sweet celery-cucumber pickles, were being prepared, cooked, and put by deft hands into well-sterilized jars—all made ready against the Winter season.

This work was done entirely by women. There were four in each kitchen, and they were not paid two dollars an hour, although the culinary mechanical aids represented nearly the outlay in money that the corn-cutter did.

Quick, alert, skilled fingers were paring, paring, paring. Quick, alert brains were watching for defects, selecting the best, making exact the proportions of sugar, fruit and spices ¶ And silently, quickly, without advertisement, trumpet or drum, the work in these silos went on.

The contrast between the advertising in the two places was very marked.

It was not because men considered the food for cattle of more value than the food for men.

If they were to have their choice between the two, they would, of course, prefer the human food. They knew that the ultimate purpose of the ensilage was to provide more milk and meat for human needs.

The food-value produced in the kitchen silos was as much, at least, as the food-value of corn and clover ensilage.

But the work of the preparation of food for cattle was estimated as being of far more worth than the work of preparing food for human beings. This is because the one was done by men, and the other was done exclusively by women.

### The Housewifely Treasure

OMAN'S work has been estimated as without money and without price to husband, father or brother. It is not to be compensated for by money.

We do not value what we do not pay for, and just so long as women work in silos, preparing ensilage for human beings, and work without business agreements, just so long will their work be underestimated. The work, not the product, receives no recognition

And yet, in a newspaper bearing the date of September Seventeenth, Nineteen Hundred Eleven, is the following:

"Claims have been filed in the city clerk's office during the last week by persons who have fallen on slippery or defective sidewalks as follows:

"Mrs. Bertha Norris, five thousand dollars for falling on a defective sidewalk on Weiss street last April Tenth.



"William J. Norris, the husband, five thousand dollars for the loss of his wife's services ••  
 "Mrs. Mary C. Scott, ten thousand dollars for a fall on a slippery sidewalk on Elk street, last March.

"Albert Scott, her husband, ten thousand dollars for the loss of her services."

William J. Norris has made solemn testimony that his wife's services were worth to him five thousand dollars. The inference is that her services were worth to him five thousand dollars between April Tenth, Nineteen Hundred Eleven, and September Seventeenth, Nineteen Hundred Eleven—or five thousand dollars for five months' work, a thousand dollars a month.

What do you think William J. Norris would say to Mrs. Bertha, if, at the end of one year's work, she should demand from him twelve thousand dollars for services rendered? Or what would be the expression on William's face, if, by a new legal enactment, he could be compelled to pay this amount to his wife?

¶ Albert Scott estimates his wife's services as still more valuable: ten thousand dollars for six months' work—twenty thousand dollars a year. Mr. Scott should be a rich man if Mary earns him twenty thousand dollars a year, gratis—his only expense for getting so much money being the board and keep which he chooses to give her.

Messrs. Norris and Scott are to be congratulated on the Elysian Fields Fate has dropped them into.

But why are Bertha and Mary earning so much moneys for Mr. Norris and Mr. Scott? If these men have developed the sense of justice and honor, they will each year keep their managing fingers off twelve thousand dollars and twenty thousand dollars respectively, and allow Bertha and Mary to develop as great a capacity for managing as for earning •• ••

Let us render unto Cæsar the things that are Cæsar's, but unto Bertha and Mary the money that is theirs.

#### The Worthlessness of Woman's Work

✱ IT is not difficult to see why, in the world of work, woman's work should be considered not of worth in the business world. Consequently, even women who are not in society do not place a price upon their labor. So that they work and waste as slaves do •• Power has been denied them, except when

they have made a world for themselves. The nucleus of such a world was in kings' palaces, where the vices of kings made of those who flattered and descended to the level of polluted and perverted natural desires, queens of highest rank.

We have drifted into destructive extravagance.

¶ Women waste time in idleness and in unproductive labor. No work weariness can compare in misery to the ennui of the idle. The woman who dawdles in her boudoir, in her parlor, on the front veranda, in the kitchen, or over the back fence, needs more pity than any overworked woman on earth. She has misallied herself with unnatural conditions and surroundings •• ••

Woman's alliance should be with Nature, who planned that every moment of the twenty-four hours should be occupied with work, play, sleep.

It was evidently Nature's intent that woman should be the mother of children whom she should feed, clothe, house, protect, teach and help evolve into self-sufficient women and men •• ••

Nature blesses women who are free mothers, who are owners of a business, and whose business it is to educate and give to the State citizens •• ••

#### Wasted Energies

IN this little town of eight hundred homes, •• we would be horrified at the extravagance and acknowledged helplessness of a man who kept a valet whose sole business it was to take care of one man. He would be gossiped about and discussed at inopportune as well as at seasonable times.

Yet in this same town, every morning, there are built eight hundred fires by eight hundred women, whose first purpose is to get one breakfast for one man and get him off to his work. If the woman is a bride—and every woman who takes care of one of these eight hundred homes once was—she washes dishes for this man, cares for his room, his clothing, and puts his house in order as does his valet. She gets dinner for him and supper, and is pleased if he likes what she cooks. She wastes time and idles, because this is very little work for a healthy person to do.

She is not a specialist in any one of these many occupations she has dabbled in all day. She is not a trained cook, housekeeper, tailor, laundress, plumber nor gardener, and has no

desire to be skilled in any one. She has too many occupations to fill to be careful in any. ¶ She travels on a road that leads nowhere. She makes no progress, so she wastes, becomes a trifler, is skilful in nothing, is at the beck and call of one man because, to quote Mrs. Gilman, a youth has asked her this question, "Will you be mine?" ¶ He does not say, "My valet, my servant, my slave!" but she is all of these if she is a "good wife."

Even to this day, in a church wedding, the father or some one in "authority" "gives away the bride." God help us all! And this folly, this terrible economic waste, is tolerated because we do not think about it. We merely accept it because it is easier to accept than to question.

"We have always done it that way before." ¶ Two women who are trained and skilled in their work can make and bake all the bread and pastry that seventy-five people can eat. Besides this, they can have time for a little garden by their place of business, and time to study a little and read on subjects that interest them. And women so occupied have minds that are capable of being interested. ¶ Two other women can cook the vegetables for as many people; a few more could prepare them and serve them very acceptably. Fifteen people could domestically care for seventy-five people who work at other occupations, and care for them well, giving the best product

Would such a Fourier plan disrupt the home? Not the homes of free women and free men. It would save many homes from disruption and dissolution, because co-operation is the natural result of evolution and must follow as the day the night.

Fourier's plan would give women work for brain and body. It would make men and women place a value upon woman's time, whether she spent it in farming, in manufacture, in the transportation of products, in the preparation of food so that it can be valuable to humanity.

And then a value would be placed on the work of motherhood, and the teaching of children

Woman would rank as an individual, as a citizen, and she would occupy a place in the world never yet held by a "civilized" woman

Men who want to own human beings, and women who want to be owned, will always cry out against cutting asunder the bonds that couple two classes, the superior and the inferior

These people are the sick who inherit the malady from which the Sultan of Turkey suffers

Those who love liberty are glad to work for the "liberty of man, woman and child."

The time is near, even at the door, when the Golden Rule shall be used by men for women and by women for men.

The harvest is great and the laborers are few.

¶ Go, ye women, into the world's work and labor for humanity!

Many a slave has been made content with his shackles by promises of glory in the world to come.

## Wanted—Great Men!



EXAS is the biggest State in the Union; but she has occasionally elected to office some of the smallest midgets on the continent

Texas, with her vast resources, needs capital and men; but the microbes who have tried to make her laws have in many instances driven both far afield. What Texas needs is what all the United States needs: lawmakers who are builders, not destroyers. All Government should be on a business basis. Eliminate the parasitic politician who kills initiative and throttles commercial enthusiasm under the specious plea of protecting the people!

But now Commonsense is getting in the saddle, and the Demagogue and the Business-Baiter are being relegated to the Non-Productive Silence where they belong.

The following article is being sent out by the Texas Business Men's Association. It is a heart-cry so nobly expressed, and contains so much truth that applies not only to Texas, but to all America, that *The Fra* is glad to reprint the essay entire. Besides her other boundless resources, this article shows that Texas has tapped a golden vein of literature. So just read and be convinced!

### Suggestion

THE boiling over of a kettle set Watts to thinking, and the power of steam was harnessed; the falling of an apple stirred the brain of Newton, and he gave us the laws of gravitation. Great minds throughout the ages have been swayed by the magic touch of suggestion. All the elements of Nature and all the agencies of civilization are vying with each other in suggesting progress to the citizenship of Texas.

Our broad virgin prairies—one hundred thirty million acres—have never known the caressing touch of husbandry; our raw material—one million two hundred thousand dollars per day—leaves the State on its weary journey to the distant factory. Our minerals—Nature's laboratory—are awaiting an opportunity of flooding the channels of trade with a golden stream of prosperity. Our population—progressive and prosperous—must travel in some instances one hundred fifty miles to hear the shrill whistle of a locomotive; and our latent resources—powerful for progress—can be heard across the continent, crying out for master minds to release them. Texas needs great men.

### Opportunity

HILL at Toulon gave Napoleon his opportunity and he beat back the British forces and established a Republican form of government in Europe. An arm of the ocean gave Nelson his opportunity and he destroyed the Spanish fleet and made England mistress of the sea. Since the creation of the world, the destinies of the human race have been molded by leaders who could seize upon opportunity. Texas today stands at the threshold of commercial supremacy, awaiting her leaders to seize upon opportunity that will give her the mastery of the world's commerce. Opportunity is knocking at our door. The time for molding the destinies of Texas has arrived. The completion of the Panama Canal will recast the commerce of both hemispheres and move the star of civilization Texasward. The ocean is throbbing with commercial activity, the universe is quivering with industrial life, and the time is ripe for the advent of a powerful man who can swing civilization around Texas like planets around a central sun. Texas needs great men.

### Mistakes

THE statesmen of China have fought back civilization for four thousand years, and today it is the most benighted nation of the globe. The Mohammedan government ordered the world's greatest library at Alexandria burned, and the followers of the Prophet are to this day bound in fetters of ignorance. The Dark Ages were the result of nations fighting back the tide of civilization.

Since the beginning of government, some of the leading statesmen of all countries have become badly frightened at the processes of civilization.

The smoke of a factory has been distorted into the visage of a terrible ogre; the whistle of a locomotive has been mistaken for the war-whoop of an Indian, and the approach of capital has scared many of our amateur statesmen into fighting a duel with civilization. Texas needs leaders who will not become frightened at the torch of knowledge or stampede at the forces of progress. Texas needs great men.

### Genius

ICHELANGELO made the canvas glow with life, and Phidias made marble speak, and throughout the ages civilization has felt the elevating influence of the painter and the sculptor: their success was due to the fact that they had the ability to put the stuff in their work. What is true in art is also true in government. We need in our Legislature men who can put the stuff on our statute-books that will make industry glow with life and the soil speak with a glorious harvest.


To meet the issues of civilization now confronting us, we must place in position of power men who can chisel out empires and draw the tendrils of civilization Texasward. We must have statesmen who can pour wisdom into the fountainhead of prosperity, and who can wave the magic wand of genius over a land as full of opportunities as the morning of Creation. Texas needs great men.

### Progress

REEK civilization gave us the arch and made it possible to build structures that support great weights. The Phenecians made the first boat, and the Harbor of Phenicia became the birthplace of the navies of the world. Since the beginning of Creation we have depended for our progress upon men who can build. We need in State government builders who can construct an arch strong enough to support the ponderous machinery of Twentieth Century civilization, and create conditions that will make Texas the birthplace of the world's progress.


Nature has given Texas the framework of a magnificent civilization and poured the riches of the universe at her feet. Our rivers, lakes, valleys and hills are a triumph in Creation. God has done everything He could for Texas, and we now await the master hand of government to awaken to vigorous activity the wealth, talent and enterprise of the people, and to raise our civilization to magnificent heights of progress and bring glory and renown to our citizenship. Texas needs great men.

### Building

ÆSAR built the Appian Way and advanced Roman civilization to the zenith of its glory; Pericles found Athens a city of mud and left it a city of marble. Trace all the world movements for progress to their source and we will find a great man. The inspired thought of our builders has moved the wheels of civilization since the beginning of Creation, and the dawn of a glorious development that will illuminate the universe awaits the appearance in our State government of men who are builders.


We need empire-builders who can civilize our virgin soil, organize the untamed forces of progress, and give to raw material the touch of genius, as well as traverse the State with macadam highways, gird it with bonds of steel, improve our waterways, make the State throb with industrial life and build a thousand cities. Texas needs great men.

### Jesting

ING HENRY THE FIFTH paid his fool a princely sum for his services, and King Richard the Second knighted his royal jester, but in no instances were the jokers given power to govern. Ability to perform the service was one of the first qualifications in medieval government, but under our form of government a candidate can be elected to the Railroad Commission with scarcely more than a cussing knowledge of the railroad business, and we may elect a Comptroller who can hardly add a column of figures, and these illustrations could be multiplied indefinitely. Our queer campaign antics would make a benighted king roar with laughter, as well as make the judicious weep.

We can gridiron the State with railroads and dot it with factories and happy homes by electing to the Railroad Commission and to the Legislature men who can feel the mighty surge of civilization as it beats against our border-line; who can see the world forces of progress marshaling in the dim horizon of the future, and who know how to lay corner-stones of empires. Texas needs great men.


### Propagation

APTAIN JOHN SMITH brought the seed-bag of Europe to America, and Luther Burbank propagated new varieties of agricultural products. The songs of the sower and the joys of the reaper have inspired civilization since the beginning of Creation, and the progress of every country on the globe has been advanced by men who transplant and develop products adapted to the soil and climate of localities.


Much of our land has not yet felt the modifying influence of human skill in shaping its agricultural destinies, and we need men

to bring to Texas products peculiarly adapted to our natural surroundings and to make new products spring into life. In no country on the globe are the processes of Nature so easily interpreted and the veins of new and bountiful industries so easily tapped as in Texas, and men who can reason with Nature will find a profitable field of endeavor in agricultural pursuits. Texas needs great men.

### Discoveries

OLUMBUS discovered America, and Galileo discovered solar systems and planets, and throughout all ages civilization has been indebted to wise men who could think beyond the age in which they lived. We need in the State government men who can see across two continents, look into the horizon of Twentieth Century civilization and discover new zones of trade, new worlds of industry and new planets of prosperity. We are standing on the edge of the ocean of discovery in Texas. Our mountains are the mineral vaults of the universe; artesian lakes of boundless area lie underneath our surface; our agricultural domain awaits men who can work inspiration into the soil and give a powerful impulse to progress. We need a Columbus to sail the high seas of our magnificent possibilities, to discover new continents in agriculture, to explore our mineral kingdoms, colonize our industrial opportunities and give us a new world to live in. Texas needs great men.

### Education

HE Chinese made the first paper, and the Germans made the first type and brought education within the reach of every person on the globe. These achievements, together with the printing-press, were the crowning glory of civilization. The Texas press is a great industrial educator. To read our newspapers makes the farmer want to start another plow, the miner shoulder his pick, the manufacturer enlarge his plant, and the banker increase his investments. Our marvelous progress is due largely to our inspired writers who sweetly sing the praises of Texas.

The vigor of youth is upon Texas. The gentle rain of prosperity falls upon it by night and the rays of a glorious sun nurture it by day. Our soil—warm from Creation—is as fertile as the Valley of the Nile. Our land—the factory-site of the universe—invites the merry hum of industry; and our minerals—Nature's treasury-box—await the prospector's pick. Texas opportunities light the universe like the blaze of a mighty fire, inviting whosoever will to come to a land as beautiful as the shores of Paradise and as full of possibilities as the Garden of Eden. Let everybody come! Texas needs great men.

### Entertainment

**W**HEN Themistocles was asked by his host at a dinner party to entertain the guests by playing the lute, he replied that he "could not play a fiddle, but that he could make a small town a great city." We have in Texas many politicians who are good "fiddlers," but they can not make a small town a great city. We are overrun with orators who can play upon the passions of the people, but they can't put brick and mortar together. We need builders.

Let those who hunger and thirst for power understand that the highest glory of a statesman is to construct, and that it is better for a man that he should build a public highway than that he should become Governor of the State, and that he start a plow than that he become the author of a law. The true test of statesmanship is the plow, and let those who would govern, first build. Texas needs great men ☛ ☛

### Organization

**A**LEXANDER THE GREAT organized the Macedonian Phalanx and his army conquered the world; Cæsar marshaled the Roman Legions and his minions swept Europe. The important changes in civilization have all been wrought by the plastic hand of a master mind that could feel the powerful impulse of a great world as it frets and moans for able leadership. In every age progress has waited in attendance upon real strategic men who could comprehend the sweep of human action and see worldwide opportunities as they twinkle in the distance.

Let those who would weave at the loom of civilization and thread the destinies of nations first organize the mighty forces of progress, occupy the frontier of human thought, and produce specifications for the conquest of the world's commerce. Texas needs great men.

### Ability

**T**HOMAS JEFFERSON wrote the Declaration of Independence and founded a great nation on the Western Hemisphere. Benjamin Franklin taught wisdom, and he became the foremost American Philosopher. Civilization has always responded to the inspiring touch of lofty natures, and has given those who have led us up the mountain-peaks of progress a prominent place on the pages of history. The hand of destiny is ever sifting the human race for a genius who can inspire us with ideas that will travel like light and shape the rising glory of our country.

Let those who would walk down the aisles of greatness first dig a channel into which men's thoughts will flow like a torrent; make a key that will unlock the door of wisdom; plant a civilization that will unfold like a rose; weave a prosperity that will charm mankind

and wave a magic wand over Texas that will finish the unhewn stuff in human nature ☛ Texas needs great men.

### Pride

**T**HE Pyramids of Egypt were erected as a monument to the personal vanity of her ancient Kings, and these "Sphinx of the Desert" have stood for forty centuries as a warning to all nations against indulging the personal pride of their leaders.

We have on our statute-books many a "Sphinx of Progress," put there as a monument to the personal pride and monumental vanity of our leaders, and these fierce phantoms in the industrial horizon can be seen clear across the continent, standing like a specter against the approach of civilization.

Let those who would ring the merry bells of fame first add a few pebbles to the mighty beach of wisdom; change a desert into a waving field of grain; add a few miles to the thoroughfares of commerce; whiten our coast with canvas, and dim the horizon with the smoke of industry. Texas needs great men.

### Revenge

**I**N order that vengeance might not slumber, King Darius had his secretary say to him each morning, "Sire, remember Athens," and the Persian army was cut to pieces in the battle of Marathon. Hannibal laid his hand on the altar and swore vengeance against Rome, and the Carthaginian army was annihilated on the plains of Italy. Many a nation has gone to destruction or wasted its energy in blindly following its leaders in an effort to avenge grievances.

Let him who would stamp his name upon the age in which he lives first convince his fellow-men that his blood is not burning with the fever of hatred, that his mind is not chilled with the raw winds of spite, and that his frailties will not ride the State like a pestilence. No greater curse can blight a country than leadership steeped in scorn. Texas needs great men.

### Advertising

**H**OMER sang the praises of the Greek heroes, and Greece became the flower of civilization. The ancient Egyptian Kings proclaimed the fertility of the Valley of the Nile and Egypt became the granary of the world ☛ ☛

Prosperity always comes to countries that advertise. The Commercial Clubs of Texas are getting out literature that is shaking the continent and charging the atmosphere with progress, and the Commercial Secretaries are throwing the resources of Texas like a sun-beam across the pathway of civilization ☛

☛ When Uncle Sam wants to boast to other nations of his power and resources, he tells them about Texas. To give them a bird's-eye



view of our valleys—we can feed and clothe the world; to show them through our barnyard—sixteen million head of live stock; and to look at our mineral vaults—Nature's crucible—makes all nations tremble with astonishment. Texas needs great men.

Taste is the final test—in other words, tell me what you like and I'll tell you what you are.

## After the Honeymoon

By J. Willis Jefferis

Marriage was made in Heaven, they say;  
Yet Hymen, who mischief oft hatches,  
Sometimes deals with a house t' other side of the way,  
And there, they make Lucifer matches.



ONEYMOON is defined as the first month of married life. With some, it is said to have never ended. But happy marriages are rare; like ghosts, everybody talks about them, yet few have ever seen them. In every heart, there is a divine discontent. Whether we marry or remain single, we are likely to repent. No matter how fortunate our state may appear to others, to ourselves it is far from ideal. And so we rush to the divorce courts, when in many cases all we need is a vacation.

In the good old times, married couples quarreled until death did them part. Whom God joined together, the Devil himself could not separate. Now times have changed. There is even talk of attaching divorce-coupons to marriage-certificates, in order to obviate the necessity of legal procedure. For it has been discovered that external pressure is of little value as a regulator of sex relations. You can't legislate two people with cat-and-dog proclivities into matrimonial bliss. Coerced love is half-sister to hate; while perfect liberty is the mother of affection. A man may obey the letter of the law, and still remain a polygamist at heart, diffusing in his home and through society an atmosphere of deceit and dissimulation that eats like a canker into his life and the lives of others. To shut an emotional nature behind the bars of an irritating marriage is not to curb unstable impulses or to purify character. "The more thou damst it up, the more it burns."

A couple that live together because they have to are no improvement over those who don't live together because they don't have to. Most people feel regarding divorce like the Texan, who said, "I mout never want it, but ef I do, I'll want it wus'n Hell!" Better Hell with a return-ticket than Heaven without a furlough. Courtship is theory intoxicated; marriage sober practise. As to knowing each other before marriage, you can't do it. You must first marry, and then pray that the introduction may not prove too abrupt. Accordingly, we have come to look upon divorce as a sad necessity, finding its logical justification in the conviction that if we have been so foolish as to make a mistake, we should not be too foolish to correct it.

### Reasons for Separation

ANY and silly have been the reasons for separation. Two young people, finding themselves unhappy apart, think they must necessarily be happy together. In the relations between men and women, the attitude of mind least open to the charge of Pharisaism is that of judging not. Concessions are frequently and justly made to convention, in the name, and for the sake of truth. George Eliot's marriage to George Lewes was a reconciliation between an unjust law and an individual need. A human statute conflicted with a divine law, and she chose the latter. Thus a pure heart survived an unfortunate experience, to become a stupendous moral force—an ideal infinitely more to be desired than an impure mind hedged about by convention and social custom, exerting on society an influence both debasing and dangerous. ¶ Marriage is not so sacred that the correction of its blunders is a sacrilege. It may have its trials, but it should not be a trial. "Bear and forbear, angels whisper," but don't be victimized. Meekness is the eternal invitation to insolence. The temptation to sit down on something soft has always been one of the cardinal characteristics of human nature. Divorce should be free as marriage, but first let us make marriage as difficult as divorce. An ounce of prevention is worth a pound of cure. The evil lies in mistaken marriages—not in their correction by the courts. Most of our pious champions of marriage at the sacrifice of happiness or decency have therefore been barking up the wrong tree. The delays and difficulties experienced in obtaining a

decree have been wofully prolific in the perpetuation of social evils. Those who fear to risk marriage lead loose lives, while those who can not get divorced lead lives not a whit better. If couples were more free to separate, they would recognize the necessity of winning each other every day, as they did during the period of courtship. Thus easy divorce would tend to keep those who care for each other on their good behavior; while those who are mismated could find prompt and proper relief. An indissoluble marriage is productive of tyranny. As only the husband and wife should determine whether their marital relations are satisfactory, so they alone should decide whether or not their marriage should be terminated. The law does not draw men and women together in the first place; neither should it bind them together against their wills. Love, the supreme thing in life, can not be regulated by law; for it is above all statutes. No one can put asunder whom God has truly joined together. A man will live with his mate. Bound by the invincible law of love, he needs no human restraint ♣ ♣

Divorce is usually an attempt to cancel a vicious and immoral condition. The parties to the action may be inspired by the loftiest motives that can move mankind—a step, for example, in the interest of peace or an expression of the passion for purity. And the marriage of the guilty party may be the one thing that will redeem him. When a man and a woman bring out the worst qualities in each other, which happens when they are mismated, and the inharmony of their natures reacts not only upon themselves, but upon all with whom they are brought in contact, God, protesting with them in their hearts, strives to part asunder those whom He has never joined together; while human custom, prejudice and pride tend to keep them in a state of misery. This is the tragic drama of an unhappy marriage. Those who hear the voice within, and are sufficiently self-respecting to separate, are often by the unthinking dictum of society disgraced. Yet it may be taken for granted that when the courts are finally appealed to for divorce, the action is the culmination of a long siege of wretchedness and heartache. It is usually the last expedient of a man and a woman sorely stricken by unkind Fate.

### Divorce and Moral Health

ALTHOUGH people enter lightly into marriage, they do not enter lightly into divorce. But how much more decent and commendable than that men and women should drag out a living death together, vitiating, corrupting and polluting society. Divorce is an expedient directed toward moral health. And it is not necessarily inspired by any lower motive than the desire to wed. The statute-laws should not make perpetual the blunders of youth ♣ Frequently, both parties to a match are entirely innocent and unsuspecting of the conditions which they are fated to accept. The great majority enter into marriage with the best intentions. Three-fourths of all divorces are granted at the request of women. The causes of incompatibility are often congenital and fixed in the nature of each ♣ The one essentially immoral thing in the world is the cohabitation of the incompatible and the mismated.

The prevailing sarcasm and skepticism aimed at the institution of marriage are largely the expression of those unhappily wed, and who for various reasons have failed to correct an intolerable condition. "My husband reminds me of a bucking bronco," sighed a cynical wife; "hard to catch and no good when caught." The husband of this same woman, when told that a bachelor friend had gone blind, replied, "Let him marry, and if that does n't open his eyes, his case is hopeless." ¶ "A wife is a tin can tied to a man's tail," complained a disgruntled husband. "I have given up the attentions of several men for the inattention of one," sighed a dissatisfied bride. Married life can hardly be called a song without words. The husband said to his angry wife, "See how peacefully Fido and puss sleep together on the rug." "Tie them together," she snapped, "and then see how they'll agree." "Are your domestic relations agreeable?" asked a bachelor of his newly wedded friend. "Oh, my domestic relations are all right," he replied quickly; "it's my wife's relations." And so the merry war goes on, until we wonder how anybody can have the courage to get married without taking an anesthetic.

When an unending series of mutual bickerings renders dubious the sanctity of the marriage relation, it is time to consider swapping sanctification for separation ♣ Where there

are children, divorce is no less peremptory, as it is much better that they should live with one harmonious parent than with two inharmonious ones. Certainly, parental squabbling confers no special benefit upon the offspring; neither is there anything particularly elevating in one of those matrimonial duets, whose refrain embraces everything from flattery to flatirons. All have a right to protest against a union that raises children and the devil together.

"Out of the heart spring the issues of life." Accordingly, it behooves us to keep pure the fountains of affection if we would have worthy citizens. Whatever binds an individual to live with one who is not a true physical and spiritual mate tends toward the debasement of the race. The purpose of laws relating to matrimony is to form monogamic unions, so as to guard against promiscuity and at the same time to safeguard the rights and status of parents and their offspring. Those who enter into matrimony do so with the understanding that they must remain man and wife until parted by death or the divorce court. Often they marry young, and in a few years find themselves two persons entirely different from what they were at the altar. Frequently, they unite on account of social position, or wealth, or purely physical attraction, but have never felt that spiritual unity experienced by those whom God has joined together ❧ ❧

#### The Futility of Restraint

**T**HAT the statutes have proved ineffectual in keeping cohabitation from being promiscuous is a fact so patent that it is scarcely worth mentioning. The laws have also failed in keeping people from separating when they find their married life unbearable and are unable to get a divorce; so that to make marriage difficult and divorce easy would seem to be the most sensible, natural and satisfactory solution of this apparently insoluble problem.

It does not take much erudition to understand that if marriage were made difficult, thousands who might take the step hastily or unthinkingly would be checked by the exactions of the law—such as forbidding any one to marry who has any contagious or otherwise transmissible disease; requiring that the ages of the couple shall not vary so greatly as to render them unsuited physically; the pub-

lishing of banns, so as to eliminate clandestine marriages; and other sensible regulations, the lack of which fills our divorce courts with thousands of distracted men and women.

The vast divergence in the marriage and divorce laws of the different States is sufficient proof of their unscientific basis. Just as the varying creeds of the world are evidence that religious truths have so far proved too elusive for uniform expression, the varying laws on marriage and divorce represent the striking differences in the convictions of the people throughout the country regarding the sex question.

A true marriage is the noblest condition to which flesh is heir. In the midst of domestic misery and tragedy, let us not lose sight of the ideal. Let us not say that, because the majority find matrimony a failure, it is best to live single lives; for "no man liveth unto himself." Let us rather seek earnestly and reverently to get at the causes which lie at the root of domestic infelicity, and then endeavor to remove them.

No one can tell absolutely that any new experiment will prove successful until it is tried out. This rule applies to marriage as to everything else. The real test does not come until after the honeymoon, when the Church and State have riveted the chains of marriage so fast, that only death or the shame and scandal of the divorce courts can loosen them. "A widow who marries the second time does n't deserve to be one," says the Fra. But a widower knows when he has had enough—sometimes.

#### The Right to Personal Liberty

**I**T is the binding character of the marriage relation which has a tendency to make the man and woman think of each other as a slave or victim. Accordingly, they begin by depriving each other of personal liberty. Both give up many of the old friends and associates that formerly may have added so much of richness to their lives. Both are also likely to forego social and intellectual pleasures which they enjoyed when single, until they begin to feel that the matrimonial state is nothing short of life-imprisonment. The man usually asserts proprietorship over the woman, because she is economically dependent, and she is likely to accept his tyranny as a matter of course. Or the woman, taking advantage

of a good-natured man, may become greedily selfish or arrogant, so that the unfortunate husband may be reduced to the unenviable fate of having nothing to live for but her. The happiness which lovers experience is often in marked contrast to feelings after the honeymoon. This is not due entirely to the fact that they see each other often; although it is true that if they would take a month's vacation away from each other at least twice a year, the number of divorces would be greatly diminished. But happiness does not generally increase with the advancing years—why?

To this question there are perhaps a thousand answers, which, if disposed of satisfactorily, would usher in the kingdom of heaven on earth. Undoubtedly, the sense of freedom that lovers have—the feeling that they may associate together when they please, remain apart at will, and enjoy personal liberty in all things, if they desire it—is one of the principal reasons why “the happiest life that was ever led is always courting and never wed.” Why then can not this condition be carried over into the married state? If man and wife trust each other, they should be willing to grant the boon of personal liberty; but if either is untrustworthy, the marriage relation should end.

It may be stated as a truism that unless an adult is put in a straitjacket or in chains, he can not be absolutely controlled. The human will always asserts itself, either openly or in secret. Accordingly, while the wife may think she knows all about her husband's conduct, and the husband imagine that his wife is beautifully transparent, events frequently prove otherwise. The assertion of proprietorship in the marriage union has resulted in the development of a race of hypocrites, the inception and fostering of lies, and the consequent corruption of character. As an honest man is the noblest work of God, so a dishonest man is the most diabolical creation of the Devil, while a perfect husband is a figment of girlish pigment.

I know a man who never does

A thing that is not right;

His wife can tell you where he is

At morning, noon and night:

HE'S DEAD.

If Life is harmony, I am that harmony; if it is discord, I am that clanging note.

## Church Bells

By Frank Robbins

IN the plaza brilliant oleanders bloom;  
Soft-eyed madonnas o'er their ninas croon;  
Citrons and limes perfume the languid air—  
With bright-hued parrots darting here and there.

But for these who care a dam  
That hear the bells of Culiacan?

From the carcel a silver-noted bugle sounds;  
The sandaled sentinel sharp his clanging musket grounds;  
The beggars plead for alms in Jesu's name;  
Whilst red-lipped putas flaunt their scarlet shame.

But for these who care a dam  
That hear the bells of Culiacan?

Luscious tequilla cooled by Sierra Madre snow—  
A rhymster's ready lie, as any one will know.  
Fragrant puros rolled at Tepic, or Vera Cruz,  
Are ready ever for the smoker's use.

But for these who care a dam  
That hear the bells of Culiacan?

The Cathedral's grand facade and lofty spires  
Are all the devotee's calm soul desires—  
Sweet, mantillaed, swaying, graceful devotees—  
Through tapering fingers drawing their black rosaries,

But for these who care a dam  
That hear the bells of Culiacan?

Wide-winged zapilotes soar above;  
From woodland comes the mournful cooing of the dove;

The lavenderas splash the babbling streams—  
A perfect tropic-picture—drawn in dreams.

But for that who care a dam  
That hear the bells of Culiacan?

Those jangling bells—those cracked bells—  
Those tocsins of a thousand hells—  
Madly rung at any hours  
From their nasty whitewashed towers—  
A constant dirge to that soul damned  
Who raised those bells in Culiacan.

“And his soul goes marching on!” Certainly;  
influence never dies, no noble act dies—and  
thus does the soul of every good man go  
marching on.

## A Personal Statement

By William Tebb



It has been my experience to travel in all parts of Great Britain, from Land's End to the Shetland Islands, also in Ireland, and in almost every State of Europe from the Mediterranean to the North Cape; in countries intervening between the Tagus in the West, and the Volga, Danube and Bosphorus in the East; in Morocco, Algeria, Upper and Lower Egypt, and in South Africa; in Asia Minor; in India, China and Japan; in Upper and Lower Canada, British Columbia, Nova Scotia, and most of the States and Territories of North America; in Venezuela and British Guiana, South America; in the Virgin, Windward and Leeward Islands, and in the French and Danish West Indies; in the Archipelagoes of Greece and Hawaii; in the Island of Ceylon; in Tasmania, New Zealand, and all the colonies of Australasia. ¶ In all these countries I have made it my business to inquire into the methods and results of Vaccination, procuring information from public officials and from intelligent private individuals. I have hardly ever inquired without hearing of injuries, fatalities and sometimes wholesale disasters, to people in every position in life, and these have occurred from the use of every variety of vaccine virus in vogue. ¶ My informants have included Governors, Chief Justices, Consuls, Professors of Medicine and Surgery in Continental and other universities, members of legislative assemblies, superintendents of leper-asylums, editors of medical and hygienic journals, chiefs of military and general hospitals, presidents and medical officers of State and Colonial health departments, superintendents of smallpox-hospitals, clergymen of all denominations, missionaries, heads of educational establishments, and the best informed among old residents in the places visited. ¶

### A Modern Moloch

¶ In one country it was my privilege to be furnished with a general letter of introduction from a Minister of State (since Prime Minister), which gave me access to all the official and medical authorities. ¶ Often the

fatality described to me has befallen the infant of a poor mother, who, with dread forebodings in her mind, has tried to shield her offspring from the vaccinator's lancet, and, like a fugitive slave, only surrendered to the officer of the law when overtaken in pursuit or her place of refuge discovered; or, like that of a distinguished Moslem (Suffy Bey Adem), my traveling companion in Eighteen Hundred Eighty-four from Damascus to Beyrout, who had lost a daughter, a nephew and a niece (vaccinated together about a year before our interview), all of whom died of the operation, after the most acute suffering. At other times I have seen stalwart soldiers seriously and fatally injured, and in more than one instance crippled and ruined for life, by compulsory revaccination. I have personally investigated vaccine disasters at two military hospitals, one in Europe and the other in Africa, where in the one case three and in the other case thirty soldiers ultimately died of the operation, and about twice the latter number were seriously and in most cases permanently injured. In Australasia I have personally inquired into a case of wholesale disaster—of acute septicemia, exhibited by terrible ulcerations following vaccination with calf-lymph—to several hundred persons, and have seen the sad consequences in permanently ruined health. ¶ I have received written statements from several thousand parents who allege that their children have been seriously or fatally injured by vaccination. Beyond doubt I have proved, by personal inquiries in various countries where leprosy is increasing, that the increase is largely due to vaccination and have furnished the testimonies of over forty medical authorities and of official reports in proof of this statement. The details of these incriminating facts have also been supplied to the leading journals in England, the Colonies, and the United States.

### Unimpeachable Evidence

¶ In the months of May, June and July, Eighteen Hundred Ninety, I gave evidence regarding my investigations and experiences before the Royal Commission on Vaccination in London, with chapter and verse for more than six thousand two hundred thirty-three cases of serious injury, and more than eight hundred forty-two deaths, alleged to be due to Vaccination. Among the authorities



cited were numerous Government Official Reports, the testimony of medical witnesses in leading Medical Journals, and that of the parents of the suffering and fatally injured children ☛ ☛

I may also mention that numerous facts of a like character were contributed by the delegates from the leading countries of Europe at the International Anti-Vaccination Congresses held in Paris, Cologne, Berne, Charle-roi and Berlin, the reports of which have been published and presented to the chiefs of Governments and of Public-Health Departments in all countries. These sinister facts have been submitted to Continental Ministers of State, and to successive Presidents of the Local Government Board in England ☛ In December, Eighteen Hundred Ninety, I personally laid some of them before the Chief Secretary to the Government of Victoria, Australia, and before leading officials in other Colonies. It seems to me, therefore, that, in view of these experiences and in the presence of such unimpeachable facts, the stern and unbending opposition which has arisen, and is growing in all enlightened countries, is a commendable and patriotic struggle, which should be encouraged in every possible way.

### An Indefensible Tyranny

**R**ECENT legislation has mitigated the severity of the Vaccination Acts in England, Wales and Scotland. The law now allows conscientious objectors to make a statutory declaration under the Acts of Nineteen Hundred Seven, obtain exemption, and thus avoid prosecution ☛ But Post-Office Officials, Policemen and Soldiers are still held liable to revaccination, and in India, and in nearly all the Crown Colonies, Vaccination is still obligatory and is enforced under intolerable and judicial penalties ☛ The Press in India shows that this form of cruelty and oppression is a prominent cause of the widespread unrest and discontent which prevail there.

The laws (often cruelly enforced) which in this and other countries compel parents to put the health and lives of their offspring into the hands of virtually irresponsible State officials, who pecuniarily profit thereby, with the alternative of judicial punishment, are a grave national blunder, and constitute a species of tyranny wholly indefensible. It therefore behooves every good citizen to

endeavor by every constitutional means, in the interests alike of justice, of individual and parental rights, and in defense of the public health and of our helpless children, to do his utmost to get these laws completely dis-established and disendowed.

A great teacher is not the one who imparts the most facts—he is the one who inspires by supplying a nobler ideal.

## Philosophic Creeds

By Bert M. Moses



EVER mind the label. Examine the goods.

A man's importance in the world may be measured by the character and the number of his enemies.

To find good things, look for clubs. This applies to men as well as to fruit-trees.

There is just one thing more important than Knowing When to Begin. It is Knowing When to Stop.

You can judge a man's value to his employer by noting his action when the whistle blows.

☛ Trying to get something for nothing generally results in this: You give more than you get.

☛ Kindness is always in order, but when kindness fails, a swift kick is permissible.

☛ If you can not work more today than yesterday, work better, and the score will stand as high.

Neither a whistle nor a clock is needed to tell the One-Hundred-Per-Cent Man when to go to work or when to quit.

The first date on a man's tombstone is fixed by his parents, but the last date is largely fixed by himself.

Things that you think you want are often things that you don't want after you get them.

☛ Great men do not really begin to live until long after they are dead. Cheer up there, you gloomsters!

You can never deliver what you have n't got. Take an inventory before you send for the express-wagon.

Civilization is co-ordinated Individualism: and co-ordination is simply helping yourself by the policy of helping others.

## About the Trusts

By A. E. Stilwell



HERE is an old story told of a widow who wished to reduce the cost of keeping her mule, so, day by day, for one year, she gave it less and less oats, and, just as she had the mule where it could live on fifty-six oats a day, it died.

Business today is under just about the strain of the widow's mule, and if the legal experiments now under way are pushed very much further, business will about die.

When the attorney-general of the United States propounds business ideas further in advance than Weaver or the Pop party ever advocated, the wonder is that business stands the strain as well as it does.

If prices are to be adjusted by the Government, then all investments in these industries ought to be guaranteed by the Government; and if the price of iron and sugar is to be fixed by the Government, why not the price of cheese, wheat and cotton?

Constant agitation is reducing the output of nearly all manufactories. The heads of two large manufacturing companies, in the last few days, have said to me that their business amounted to only sixty-five per cent of last year, and that they dare not pay the regular dividends on thirty-five million dollars of capital, for fear that business next year—Presidential election year—would be even worse.

### Reasonable Restraint?

THE great trouble is we never have businessmen in control of our State or national affairs. Great business questions are handled, not in a dignified way to inspire confidence, but solely to advance the political prospects of some person or party. It is playing to the grandstand. Sane business methods in the Government of the United States today would give us equal prosperity with that now enjoyed by Canada, and with our great trade with Europe all business would be thriving instead of languishing.

With a corporation court, comprised of the best minds in the land, where great business propositions could be taken in advance, and

the methods to be adopted approved before put into practise, great stability would be given to investments, and we would witness the most pronounced advance in business and prosperity ever seen.

What is "reasonable restraint of trade"? What is "unreasonable"? The courts could decide in advance, and the men who are at the head of our business enterprises would be more than willing to conform to what is right, if there were only some way of finding it out. The Supreme Court has decided that the Standard Oil and Tobacco companies exercised unreasonable restraint of trade—but where did they cross the dividing-line and when?

It reminds me of the drunken man in the taxi who calls to the driver, "What do I owe you?" The answer comes back, "\$25.60!" and the passenger says, "Back up to sixty cents—it's all I have."

How far would the Standard Oil and the Tobacco trust have had to retrace their steps to reach the line of reasonable restraint? Think of the uncertainty—the stagnation of business—these two cases have produced during the last few years, and the chaos that would have been prevented if, years ago, some court could have pointed out the way to some safe business methods for these companies to have walked in, and the great business ability in these two corporations could have been directed in proper channels.

To hallmark silver in England is necessary; to hallmark business methods in this land is now more necessary. What stability it would give to business investments if it were known that a corporation court had marked out the path the company could walk in. This is not fixing prices; it is showing the legal way. You may tell the traveler the best auto road from New York to Boston, but you do not at the same time guarantee he will get there, or buy an interest in his auto.

THE Brewers' Association has raised a million-dollar fund to fight Woman Suffrage, by paid editorials in newspapers. The brewers say that Woman Suffrage will mean Dry Territory. And, by the way, did n't you know that special news by wire and also editorials are often paid advertisements? Well, you have something to learn about the Fourth Estate—this great mold of public opinion.

# THE FRA

EXPONENT OF  
THE AMERICAN  
PHILOSOPHY

Vol. VIII

JANUARY, 1912

No. 4



MADAME CURIE

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# THE FRA



EXPONENT : OF  
THE AMERICAN  
PHILOSOPHY :



Vol. 8

JANUARY, 1912

No. 4

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Single Copies, 25 Cents; by the Year, Two Dollars; Foreign Postage, 75 Cents Extra

Elbert Hubbard, Editor and Publisher, East Aurora, New York

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## THE OPEN ROAD ABOUT WITH THE FRA

### A Far-Reaching Decision



THE United States Supreme Court has recently made a little, mouse-colored decision on the subject of "Railway Safety Appliances."

In itself, the decision would not attract much attention from the people at large, but the precedents involved are far-reaching, and mean more to the world than the dissolution, say, of The Standard Oil Company.

The decision simply upholds the Federal Safety Appliance Act as opposed to conflicting State Laws, and makes it compulsory on every railroad that is a highway of interstate commerce to comply with the Federal Law.

Interstate traffic runs from one State into or through another. Intrastate traffic is traffic that does not run or carry any equipment beyond the borders of the particular State where the transportation has its rise. But there are very few such railroads in America.

Even the suburban routes occasionally handle the cars and equipment which is used on other railroads—this almost without exception.

This ruling practically wipes out the authority of all State Railroad Commissions, and puts the business of railroading under the control of the Interstate Commerce Commission. ¶ There have been many clashes between the State Railroad Commissions and the Federal Laws. The Federal Laws as applied to railroads are now placed, by a distinct ruling, above the State Laws. This is wise and well, and will result in much good, both for the public and for the railroads. Anything that cuts out strife and tends to simplification is right, provided the simplification is in the hands of wise and able supervisors.

State Railroad Commissions have often been in the hands of the backwoods and buckwheat contingent, the agitator and the fly-by-night reformer. It will not do to allow big business to be ruled by the politician and the demagogue—otherwise, we get ward politics and easy blackmail. The interests of the people are so interwoven with Big Business that it must be supervised by big men



who are economists by nature and by experience ☞ ☞

Supervision of the railroads must be uniform. To be supervised by competing supervisors is a most unhappy state. "No man can serve two masters," much less can he be bossed successfully by bosses who are at war with one another.

That corporation is bossed best which is bossed least.

☞

If it was woman who put man out of Paradise, it is still woman, and woman only, who can lead him back.

☞

## The Silver Arrow

### PART ONE



ND so it happened that Sir Walter Raleigh, the graceful, the gracious, the generous, had spread his cloak in the pathway of Queen Elizabeth and had been taken into her especial favor.

The Queen was nineteen years older than Sir Walter; that is to say, she was in her fifties, and he was in his thirties ☞ ☞

But Queen Bess hated old age, and swore a halibi for the swift passing years, and always delighted in the title of the "Virgin Queen."

Sir Walter did one great thing for England, and one for Ireland. He taught the English the use of tobacco, and he discovered the "Irish potato"—which is native to America.

¶ They do say that Sir Walter and Queen Elizabeth enjoyed many a quiet smoke with their feet on the table—so as to equalize circulation. Both of them were big folk, with plans and ambitions plus.

Sir Walter was contemporary with Shakespeare, and in fact looked like him, acted like him, and had a good deal of the same agile, joyous, bubbling fertility of mind.

That is, Sir Walter and William were lovers by nature; and love rightly exercised, and alternately encouraged and thwarted, gives the alternating current, and lo! we have that which the world calls genius. And I am told by those who know, that you can never get genius in any other way.

Good Queen Bess—who was not so very good—fanned the ambitions of Sir Walter and flattered his abilities. And of course any man born in a lowly station, or high, would have been immensely complimented by the gentle love-taps, and sighs, vain or otherwise, not to mention the glimmering glances of the alleged Virgin Queen.

But a good way to throttle love is to spy on it, question it, analyze it, vivisection it. And so Sir Walter's bubbling heart had chills of fear when he discovered that he was being followed wherever he went by the secret emissaries of Elizabeth.

Had he been free to act he would have disposed of these spies, and quickly, too; but he was in thrall to a Queen, and was paying for his political power by being deprived of his personality. Oho, and Oho!

The law of compensation acted then as now, and nothing is ever given away; everything is bought with a price—even the favors of royalty ☞ ☞

And behold! In the palace of the Queen, as janitor, gardener, scullion, and all-round handy man was one John White, obscure, and yet elevated on account of his lack of wit.

He was so stupid that he was amusing ☞ Sayings bright and clever that courtiers flung off when the wine went around were imputed to John White. Thus he came to have a renown which was not his own; and Sir Walter Raleigh, with his cheery, generous ways, attributed many a quiet quip and quillet to John White which John White had never thought nor said.

### Eleanor White

OW John White had a daughter, Eleanor by name, tall and fair and gracious, bearing in her veins the blood of Vikings bold; and her yellow hair blew in the breeze as did the yellow hair of those conquerors who discovered America and built the blockhouses along the coast of Rhode Island ☞ ☞

Doubtless in his youth John White had a deal of sturdy worth, but a bump on the scone at some Donnybrook Fair early in his young manhood had sent his wits a wool-gathering ☞ ☞

But the girl was not thus handicapped; her mind was alert and eager.

The mother of Eleanor had passed away, and the girl had grown strong and able in spirit

through carrying burdens and facing responsibilities. She knew the limitations of her father and she knew his worth; and she also knew that he was a sort of unofficial fool for the court, being duly installed through the clever and heedless tongue of Sir Walter Raleigh. ¶ Who would ever have thought that Sir Walter, the diplomat, the strong, the able, was to be brought low by this fair-haired daughter of John White, the court fool!

"You are Sir Walter Raleigh," said this girl of nineteen one day to Sir Walter when they met squarely face to face in a hallway. It was a bold thing to do to stop this statesman, and she only a daughter to a court fool, and herself a worker below stairs!

Sir Walter smiled, removed his hat in mock gallantry, and said, "I have the honor to be your obedient servant. And who are you?" ¶ The girl, buoyed up by a combination of pride and fear, replied, "I am Eleanor White, the daughter of the man whom your wit has rendered famous." And their eyes met in level, steady look.

Fair femininity aroused caught the eye and the ear of Sir Walter. "Yes," said he; "I think I have seen you. And what can I do for you?"

"Only this," said Eleanor, "that from this day forth you will not attribute any more of your ribaldry to my father."

"Otherwise, what?" asked Sir Walter.

"Otherwise, you will have me to deal with," said the proud Eleanor, and walked past him.

He tried to call her back; he felt humiliated that she did not turn and look, much less listen. He had been snubbed.

The banderilla went home, and the next day Sir Walter felt that he must hunt out this girl with the yellow locks and make peace with her, for surely he of all men did not want to hurt the feelings of any living being, neither did he want his own feelings hurt.

So he sought her out, and that which began in a quarrel soon evolved into something else. There were meetings by moonlight, notes passed, glances given, hand-clasps in the dark, and all of those absurd, foolish, irrelevant and unnecessary things that lovers do. The girl was not of noble birth. But neither was Sir Walter, for that matter. Love knows nothing of titles and position.

But how could these two ever imagine that

they could elude the gimlet eyes of Good Queen Bess, who was n't so very good!

Queen Elizabeth had ways of punishing that were exquisite, deep, delicate and far-reaching, which touched the very marrow of the soul.

### Virginia

SIR WALTER had been presented by the Queen with a title to all the land in America, from Nova Scotia to Florida; and he, in pretty compliment, had officially named this tract of land Virginia.

The French had taken possession of the New World at the North, and the Spaniards at the South, and along the coast of what is now North Carolina the English had planted a colony.

It was the intention of Sir Walter to send expeditions over and take the whole land captive, so that Virginia would in fact be the land of the Virgin Queen.

At the center of this tract along the coast was to be the city of Raleigh. The Queen and Sir Walter had worked this out at length, and she had given him a special charter for the great city to be.

And now, behold! She, with the mind of a man, had perfected her plans for the building of the city of Raleigh. She planned an expedition, and fitted out the ships with sixty men and women from a receiving-ship that lay in the Thames. These people were being sent out of England for England's good. And these were the people who were to found the city of Raleigh; and the Governor of this colony was to be—John White! He was to be the first mayor, Lord Mayor, of the city of Raleigh.

Queen Elizabeth had selected a husband for Eleanor White, an unknown youth—a defective, in fact, and one without moral or mental responsibility. She had forced a marriage, or in any event had recorded it as such. The youth was known as Ananias Dare. Even in the naming of this individual, who had never dared anything, the name "Ananias" carried with it a subtle sting.

John White and his daughter Eleanor, and Ananias Dare, were taken forcibly and put on the ship, which was duly provisioned, and the order given to found the city of Raleigh on the Island of Roanoke in the country called Virginia.

A suitable sailor was selected as navigator,

and orders were given him to land the colonists, and come back.

And so the expedition sailed away for the New World; and Sir Walter Raleigh in the secret of his room beat his head in anguish 'gainst the wall and called aloud for death to come and relieve him of his pain.

And thus did Queen Elizabeth dispose of her rival, and punish with fantastic hate and jealousy the man she loved.

#### Virginia Dare

**J**OHAN WHITE, Eleanor and Ananias Dare, with the motley group of unskilled men and women, were duly landed in the forest on Roanoke Island. Battle with the elements requires judgment, skill, experience, and these were things that our poor colonists did not possess.

Two weeks after landing on Roanoke Island, a daughter was born to Eleanor. The captain of the ship had been given orders that if the babe was a boy it was to be named Walter Raleigh Dare; if a girl the name was to be Virginia.

And they called the child Virginia Dare, and her name was so recorded in the history of the colony. She was duly baptized a week later, and the record of her birth and baptism still exists in the Colonial Archives in London. ¶ This was the first white child born in America.

#### The Indians

**V**ERY shortly after the baptism of the babe, the captain of the ship sailed away for England, leaving the colonists in their ignorance and helplessness to battle with the elements, wild beasts, and Indians as best they could.

We can imagine with what cruel delight Queen Elizabeth called Sir Walter Raleigh into her presence and had him read aloud to her and the assembled court the record of the birth of Virginia Dare.

As for the colonists, their days were few and evil. Dissensions and feuds arose, as they naturally would. John White was deposed as Governor, and when he resisted he was killed.

The idea of going to work, tilling the soil, and building a permanent settlement was not in the hearts of those people. They expected to find gold and silver and fountains of youth. They felt they were marooned, robbed and stranded.

The Indians, at first fearful, were now jealous of these white intruders. The quarrel came and the Indians fell upon the colonists and killed every one.

Every one, did I say? There was one saved; it was the little white baby, Virginia Dare. ¶ She was rescued by a squaw who but a short time before had lost her own babe, and her hungry mother heart went out to that helpless little white waif. She seized upon the child and carried it away into the forest to safety.

#### PART TWO

**O**N Thursday, October Twenty-ninth, Sixteen Hundred Eighteen, at the Tower of London, the curtain fell on the fifth act of the life of Sir Walter Raleigh. It was a public holiday for all London.

The morning was cold and foggy.

Sir Walter was kept standing on the scaffold while the headsman ground his axe, the delay being for the amusement and edification of the people assembled.

The High Sheriff approached the man who was so soon to die, and asked if there was not some last message he wished to send to some one. Sir Walter took from his neck a gold chain and locket. He handed them to the Sheriff and said, "Send these by a trusty messenger to Virginia Dare by the first ship that sails for the New World."

Sir Walter's frame shook in the cold, dank fog, and the Sheriff offered to bring a brazier of coals, but the great man proudly drew his cloak about him and said: "It is the ague I contracted in America. I will soon be cured of it!" And he laid his proud head, gray in the service of his country, calmly on the block, as if to say, "There now, take that, it is all I have left to give!"

Among the crowd that pushed, jostled, leered and looked was one Oliver Cromwell, short, swart and strong, a country youth who had come up to London to make his fortune. And Oliver Cromwell there and then made a vow that he would dedicate his life to the death of tyranny. ¶ So died Sir Walter Raleigh.

And Oliver Cromwell went forth to meet Fate as Destiny had willed.

#### PART THREE

**T**HE Indian woman who rescued Virginia Dare was Wahceta, wife of Manteno, the Croatoan chief.

This Indian woman had other children of her

own, some almost grown up, and when she brought this little white waif into their midst they gazed in awe and wonderment, and exclaimed, "White Doe!"

And this was the name given by common consent to the little intruder.

Wahceta cared for the babe as if it were her very own ☸ ☸

The helplessness of the little guest made an appeal to Wahceta, and she guarded her charge with jealous eyes, and a love that she had never manifested for her own children. ¶ Manteno looked on and shrugged his shoulders in half token of fear, for a white doe was a thing to be feared, since the superstition was that it was sent by the Great Spirit as a warning.

Hunters to this day are familiar with the occasional appearance of a white deer—an albino—one of Nature's sports, like the proverbial black sheep, to be found in every flock of white ones. ¶ The Indians regarded a white doe as invincible to all weapons save a silver arrow alone. A white doe bore a charmed life, and was looked after with especial care by protecting spirits.

And so in wonder, when Wahceta would walk past, bearing on her back the white babe, the Indians silently made way, feeling somehow that they were close to the Great Spirit.

#### White Doe

**T**HE child grew and learned to speak the Croatoan language with a glibness that made Wahceta laugh aloud in glee.

White Doe had flaxen hair, that glistened with the sheen of the sunshine. Very proud was Wahceta of those yellow locks, and she used to braid them in long strands, while the Indians stood around, looking on, having nothing else to do.

One day, when White Doe was about ten years old, she went away into the forest as she often did; but when night came on she had not returned. Wahceta went out to look for her, and called aloud in shrill soprano, but no reply came.

Manteno was appealed to, to arouse the braves and go search for the lost little girl ☸ But Manteno was tired and sleepy, and he had faith in Providence. He knew that the child would be cared for by the Great Spirit. ¶ Wahceta started a bonfire on the hill above the village, and waited away the long hours of the night for her lost baby.

In the morning, just as the sun peeped over the tree-tops, White Doe appeared, her hair all wet with the dew of the night, and her feet cut and bleeding.

She was leading and half-dragging something—was it a dog or a wolf? Wahceta sprang forward to take the child in her arms. "Get behind, mother, and push," said little White Doe. "It's a white doe, and I've held it all night for fear it would get away! Push hard, mother dear, and we will get it in the teepee and tie it with green withes, and it will become gentle, and bring us all good luck." ☸ ☸

The child had discovered this white fawn with its mother, feeding near a salt-lick. White Doe lay on a rock above the spring, waiting for the deer to come up close.

There the girl waited for hours. She knew that at dusk the deer would come to the spring. ¶ Sure enough, her patience was suddenly rewarded. She leaped from her rock and pinned the white fawn fast. The old deer disappeared into the forest. The girl held on to her prize. It struck her with its forefeet, but she held it close.

By and by, tired out, the fawn lay still and rested entwined in the girl's arms.

Now came the test—to get it home! She succeeded ☸ ☸

In the teepee of Wahceta, the animal was fed, caressed and cared for.

It grew docile, and in a few days followed its little mistress about wherever she went.

The Indians looked on in half-dread, with superstitious awe.

"All the wild animals would be as tame as this if you were not so cruel to them," she said. "You fear the wolves and bears and so you kill them!"

To prove her point she began to hunt the forests for young bears and cub wolves. She found several, and brought them home, making household friends of them.

And still more did the Indians marvel.

#### White Doe's Girlhood

O the days went by then, as the days go by now, and White Doe grew into gorgeous, glowing girlhood.

Her ability to run, climb, shoot with bow and arrow, to see, to hear, to revel in Nature, gave her a lithe, strong, tall and beautiful form and an alert mind.

Of her birth she knew nothing, save that she

was descended from another race—a race of half-gods, the Indians said. White Doe believed it, and her pride of pedigree was supreme ♫ ♫

The other children, dark as smoked copper, stood around clothed in their black hair—and little else—hair as black as the raven's wing ♫ ♫

Wahceta watched her charge with fear for the future. White Doe had temper, intelligence, wit, ability. She would roam the forests alone, unafraid. She knew where the be-trees were, for even as a child she saw that the bees would gather at the basswood, and then loaded with honey would fly straight away for their homes. To follow them in their flight required a practised eye, but this White Doe had, and always the white doe followed her. ¶ She wove the inner bark of the slippery-elm into baskets, and would supply the teepee of Wahceta and Manteno with more berries, potatoes and goobers than any other teepee enjoyed ♫ ♫

Then she laid out gardens and tilled the soil with a wonderful wooden hoe, carved out of solid hickory with her own hands.

#### The Passing of Wahceta

AHCETA was growing old, and as her sight was becoming dim White Doe would lead her about through the forest and care for her as Wahceta once cared for White Doe ♫ ♫

The work of looking after Manteno's tent drifted by degrees into the hands of White Doe. Her industry, her thrift, her intelligence set her apart.

The Indian is like a white man in this: he allows work and responsibility to drift into the hands of those who can manage them ♫

White Doe set about to build stone houses to replace the bark teepees. Where did she get the idea? Prenatal tendencies, you say? Possibly ♫ ♫

She drew pictures with a burnt stick on the flat surface of the cliff, and then ornamented these pictures with red and blue chalk which she had dug from the ground.

She took the juice of the grape, the elder and the whortleberry, and brewed them together to make wondrous colors for the pictures: and in some of the caves of North Carolina may be seen the pictures, even unto this day, drawn by White Doe.

Wahceta passed away, and her form was

wrapped in its winding-sheet of deerskins and bark and placed high in the forks of a tree-top, awaiting the pleasure of the Great Spirit.

Manteno also died. And the people did not choose another chief—they looked to White Doe for counsel and guidance. She was their "medicine-man," in case of sickness or accident, and in health their counselor and Queen. Indians from other tribes and distant came to her. She cured the sick and healed the lame ♫ ♫

She lived alone in a stone hut, guarded by a wolf and a bear that she had brought up from their babyhood. They followed her footsteps wherever she went, and also, too, came the white doe, fleet of foot, luminous of eye, sensitive, intelligent, seemingly intent on carrying the messages of her mistress.

#### Queen of the Croatoans

HITE DOE, the Indian Queen, with long yellow hair, and the big, mild, yet searching blue eyes, knew her power and exercised it.

Indian braves, young and handsome, came and sat on the grass cross-legged for hours, at a discreet distance from her hut, making love to her in pantomime. They sent her presents rare and precious, of buckskins, tanned soft as velvet, nuggets of silver strung as beads, and strings of wampum.

These braves she set to work down in the bottom-lands. It is said that no other person was ever able to set the male Indian to work. But for her the braves built stone houses, planted gardens, and laid stepping-stones across the fords, so that she could walk across dry-shod.

The nuggets of silver that they brought her from the mountains she fashioned into an exquisite arrow of silver, sharper at the point than the sharpest flint.

For days and weeks and months she worked making the silver arrow.

"What is it for?" the Indians asked.

"It is to help me when all other help is gone," she said.

And the Indians were silent, mystified.

She planted slips of grapes brought from the sunny slopes; these she tended, dug about, trained and trimmed. The wonderful Scuppernong Grape was her own evolution. By care and culture it covered the cabin where she lived, and reached out to an oak a hundred feet beyond.




She showed the Indians how to double their crops of corn, how to grow such melons as the Indian world had never before known. She taught them that it was much better to work and produce flowers, grain, grapes, and make pictures on the rocks than to roam the woods aimlessly, looking for something to kill 🐾 🐾

She told them that the Great Spirit loved people who were kind and useful, and temperate in the use of the juice of the grape and in all other good things.

So the Croatoans advanced and grew in intelligence quite beyond any of the other Indian tribes on the Atlantic Coast.

#### The Fifth Act

 NE day White Doe sat at the door of her cabin, under the great vine where hung the grapes.

She was intently painting a picture on buckskin 🐾 🐾

The white doe was nibbling at the bushes only a few feet away.

The gray wolf that crouched at her feet suddenly snarled, and the hair on his back arose in wrath.

White Doe looked up, and there at a distance of a hundred feet stood a man—a pale-faced man 🐾 🐾

He saw the wolf, and stood stock-still.

White Doe looked at the man, and suddenly her heart beat fast. She felt the color mounting to her face. She drew her long yellow hair over her neck and her buckskin dress up at the shoulder.

The man motioned for her to come to him. Evidently he saw the wolf and dare not go forward 🐾 🐾

She arose, pacified the wolf, and slipped forward 🐾 🐾

The man had a dark beard, but his complexion told her that they were of the same race 🐾 🐾

He spoke to her in English.

She had never before heard a word of the language spoken.

In amazement she listened, and then shook her head 🐾 🐾

The man now resorted to the sign language; he made the motions of paddling a canoe, and pointed toward the sea.

And then she knew that he had come from far across the sea in a ship.

He took from one of his pockets a chain of

gold; and attached to this chain was a little gold locket.

He opened the locket and showed her a picture inside. On the locket were engraved the words, "To Sir Walter Raleigh, from his Queen, Elizabeth."

White Doe saw the inscription, but she could not read it.

The man offered to put the chain and locket about her neck. She stepped back, and the wolf at her heels snarled. She made a motion that the interview was ended and that the man should go to see the Indians whose houses and cabins were but a short distance away 🐾 🐾

The man did not go. Instead, he in the universal sign language took off his hat, pressed his hand on his heart, and fell on one knee 🐾 🐾

He motioned to the East, away—away, away across the sea!

Would she go with him?

Proudly she shook her head, half-smiled and again ordered him to go.

Her manner said plainly that this was her home: She was Queen of the Croatoans—was this not enough?

A shade of anger moved across the man's face. He was used to having his orders obeyed.

¶ He moved toward her as if he would seize her. Now it was her turn to stand still. The wolf leaped to her side, and across the intervening space from the cabin lumbered a big black bear.

The man now backed slowly away some ten paces, and then he lifted a gun that lay on the grass where he had left it.

Suddenly a score of white men emerged from the bushes.

There was a flash of fire, a loud explosion, a great volume of white smoke. And the wolf, the bear, and the white doe all fell weltering in their blood.

The wolf was not dead, and with fierce snarls tried desperately to crawl toward the white man.

One of the men ran forward and beat its brains out with a club.

The Indians came rushing from their houses.

¶ There was another flash of fire, a cloud of smoke, and the forward Indian fell dead.

The rest of the red folks fled in wild alarm.

¶ White Doe stood still, her yellow hair blowing in the sunshine.

Again the leader of the white men came forward, a smile of triumph on his face. His manner said more plainly than any words could express: "You are in my power. See! I have killed your protectors, your friends. So I can kill you. You must come with me."

¶ He pressed his hand to his heart in sign of love ~ ~ ~

The woman backed away from him, her eyes shooting hatred and defiance.

At her girdle hung the silver arrow. Her hand now reached for it.

The man leaped forward and attempted to seize her. His reach fell short, for the woman was quicker and quite as strong as he. She flung him aside. The silver arrow was in her right hand. She held it aloft like a dagger.

The man retreated.

"Coward," she cried in Croatoan. "Coward! it is not for you. It is my last friend—the friend that has been waiting to save me all these years!" ~ ~ ~

The arrow flashed in the air, and with a terrific lunge went straight to the woman's heart ~ ~ ~

She leaped into the air, reeled and fell across the body of the dying doe.

And the blood of the two friends intermingled.

~ ~ ~  
You can not do away with woman by pasting a label on her back reading, "This is only a rag and a bone and a hank of hair."

~ ~ ~

## The Election in California



ALIFORNIA has recently had a popular vote on four big questions ~ These are the Initiative, the Referendum, the Recall and Woman Suffrage.

All of these moves are considered more or less revolutionary ~ In fact, however, they are essentially primitive and their acceptance is in line of simplification.

The Initiative simply means that the people—private citizens—are to have the right of initiating laws.

The Referendum means that these proposed laws are to be referred to the people and passed upon by popular vote, which is simply going over the heads of the regular, author-

ized lawmakers, and leaving the politicians out of the equation. It is a sort of return of the New England Town-Meeting.

The Recall provides for the reduction of a public officer to the status of a private citizen. The people elect him, and then they can unelect him if they so choose.

Woman Suffrage gives women the right to vote on all political issues, exactly the same as man. In other words, in defining a citizen, the proposition is to strike out the word "male." ~ ~ ~

The argument against the Initiative is that the people may suggest fool laws.

The argument against the Referendum is that the people may succeed in passing these fool laws.

The argument against the Recall is that the people may recall a really good officer.

The argument against Woman Suffrage is that women do not know enough to vote and are not to be trusted with the ballot.

The answer to these arguments is that, as for the Initiative, the average intelligence of the people is quite equal to that of the man they select to represent them and pass laws for them, and probably their disinterestedness and insight are beyond those of the chosen representative ~ ~ ~

As for the Recall, there is just as much danger that the people may make a mistake in electing a rogue as in recalling a good man ~ It is a toss-up, both ways. But no man is recalled until he is given a chance to make good. Are the people apt to recall a good public servant? Hardly—forget it!

The United States of America is supposed to be a democracy, and all of these moves—including Woman Suffrage—tend to educate the people and cause them to take a more hearty interest in government.

"The danger of a democracy," says the Honorable James Bryce, "is that people will lose interest and turn things over to the political boss. When this is done we get the worst possible form of government; that is, we are governed by the worst in the worst possible way."

Life is a dangerous business, and none of us will get out of life alive.

We are supposed to be a government of the people, by the people, and for the people, and the more interest the people take in government, the better balanced government we

The entire move is towards enlightenment—better thinking, and as a result, better acting. There will be some mistakes made, but out of the whole will emerge a better government than California has ever had. Congratulations, California—we will see you in 1915!

transferred to the same vessel by the  
husband by the same date.


After a long, laborious and insulting trial, with no one but herself to raise a voice in

They were kindly received and given title to a tract of land on Long Island, near Hell Gate. There, in a little clearing at the water's

edge, they began to build a house. Ere the roof was on, they were attacked by Indians, who evidently mistook them for Dutch, and all were massacred.

So died Anne Hutchinson.

#### The Tribulations of Mary Dyer

 ANNE HUTCHINSON was mourned by Mary Dyer as a sister, and she preached a funeral sermon at Providence in eulogy of her. Mrs. Dyer also went back to Boston and made an address in praise of Anne Hutchinson on Boston Common, to the great scandal of the community.

Mrs. Dyer had now become a Quaker, principally because Quakers had no paid priesthood, and allowed women who heard the Voice to preach.

Mrs. Dyer heard the Voice and preached. Her attention was called to the law, which in Boston provided that Quakers and Jews should have their ears cut off, and their tongues bored.

She continued to preach, and was banished. She came back, and was found standing in front of the jail talking through the bars to two Quakers, Robinson and Stevenson, who were confined there awaiting sentence. She had brought them food and was exhorting them to be of good-cheer. She was locked up, and asked to recant. She acknowledged she was a Quaker, and not in sympathy with magistracy.

She was sentenced by Governor Endicott, on her own confession, with having a contempt for authority, and ordered to be hanged. The day came and she was led forth, walking hand in hand with her two guilty Quaker brothers.

The scaffold was on Boston Common, on the little hill about where the band-stand is at the present day. Mrs. Dyer stood and watched them hang her friends, one at a time. As they were swung off into space she called to them to hold fast to the truth, "For Christ is with us!" Whenever she spoke or sang, the drums that were standing in front and back of her were ordered to beat, so as to drown her voice.

After the bodies of her friends had dangled half an hour they were cut down.

It was then her turn. She ascended the scaffold, refusing the help of the Reverend Mr. Wilson. He followed her and bound his handkerchief over her eyes, a guard in the

meantime tying her hands and feet with rawhide.

"Do you renounce the Quakers?"

"Never, praise God, His son Jesus Christ, and Anne Hutchinson, His handmaiden—we live by truth!" "A reprieve! a reprieve!!" some one shouted. And it was so—Governor Endicott had ordered that this woman be banished, not hanged, unless she again came back to Boston. It was all an arranged trick thoroughly to frighten the woman.

Wilson removed the handkerchief from her eyes. They unbound her feet, and the thongs that held her hands were loosed. She looked down below at the bodies of Robinson and Stevenson lying dead on the grass. She asked that the sentence upon her be carried out. But not so: she was led by guards fifteen miles out into the forest and there liberated.

In a few months she was back in Boston, to see her two grown-up sons, and also to bear witness to the "Inner Light."

Being brought before Governor Endicott, she was asked, "Are you the same Mary Dyer that was here before?"

"I am the same Mary Dyer."

"Do you know that you are under sentence of death?"

"I do, and I came back to remind you of the unrighteousness of your laws, and to warn you to repent!"

"Are you still a Quaker?"

"I am still reproachfully so called."

"Tomorrow at nine o'clock I order that you shall be hanged."

"This sounds like something you said before."

"Lead her away—away, I say!"

At nine the next morning, a vast crowd covered the Common. The shops and stores were closed, by order, for a holiday.

The Reverend Mr. Wilson again attended the culprit. "Mary Dyer, Mary Dyer!" he called in a loud voice as they stood together on the scaffold. "Mary Dyer, repent, oh, repent, and renounce your heresies!"

And Mary Dyer answered, "Nay, man, I am not now to repent, knowing nothing to repent of!"

"Shall I have the men of God pray for you?"

She looked about curiously, half-smiled, and said, "I see none here."

"Will you have the people pray for you?"

"Yes; I want all the people to pray for me."

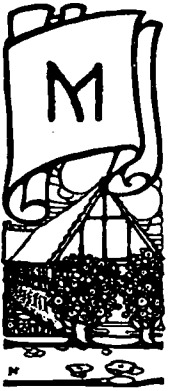
¶ Again the light was shut out from her eyes, this time forever. Her hands were bound behind her with thongs that cut her wrists, her feet were tied. She reeled and the Reverend Mr. Wilson kindly supported her. The noose was adjusted.

"Let us all pray!" said the Reverend Mr. Wilson ☸ ☸

So they hanged Mary Dyer in the morning.

That man only is great who utilizes the blessings that God provides; and of these blessings no gift equals the gentle, trusting companionship of a good woman.

## About Widows



Y acquaintance with widows has been somewhat limited, but from observation and hearsay I am fully convinced that the happiest mortals on earth are ladies who have been bereaved by the loss of their husbands. ¶ Widows weep, but through their tears they often smile, and beneath their darksome weeds the heart beats warm and hope is high.

Widows mostly have good appetites and enjoy sweet sleep o' nights.

The woman with bloodshot eyes, hectic cheeks, parched lips; and that other one, worn, wan, yellow and spiritless, are not widows. Or, if so, the trouble is something worse than death. A widow knows the worst, and the known holds no horrors—only the unknown is terrible.

A widow's soul is full of hope. No crouching uncertainty frights her dreams: she is alone, and loneliness does not consist in being alone—loneliness is the condition of being chained to a Roman soldier.

Of course, not all husbands are dogged, bull-headed Roman soldiers, but some are, and when they die and leave a goodly property, the joy that bathes the soul of the woman who for the first time in a score of years is free—absolutely free—passes belief.

A woman married to a strong, forceful, positive man, who does not comprehend her higher nature, is a slave. Her lot is Purgatory, and should she at the same time love another

man, she is in hell. That is just what hell is for a woman, and there is no other. The hen-pecked husband finds respite in a hundred ways that society does not vouchsafe to woman, so his condition is fairly tolerable; but an enslaved woman, being the passive party, suffers a misery beyond imagination ☸ And now suppose apoplexy, some fine day, sets her free—Oho, and Oho! She wears mourning, of course, but the grim black veil that covers her face as she rides behind the hearse is only to conceal her smiles and mask her deep, abiding peace.

### The Independent Widow

☸ UT you say that such a condition as I have just suggested is exceptional, and of course it is true. But the fact still holds, for widows find a gratification in being miserable. One source of gratification in all bereavements is that the individual, at first stunned, undone, soon is surprised to find that she rises superior to it. When a woman really discovers that she can get along without a man, a pride in that she is greater than unkind condition fills her heart. This sense of self-reliance gives courage, and is usually the first dilution and mitigation of grief.

The wife of America's greatest preacher survived her lord for ten years, and she once told a friend that these were the happiest years she had ever known. Yet her husband never ill-used her; but while he was living she was continually stung by jealousy. The attention was all lavished on him, and she was only pointed out as a marital appendenda vermiformis. After the husband had gone hence (his death hastened by conjugal appendicitis), she was the Whole Thing.

Strong, forceful, busy men are a great trial to their wives. Men with executive ability, who do the marketing, and hold the opinions for the household, create a stifling mental atmosphere in their homes. Power repels, as well as attracts. Such men as I have mentioned doubtless love their wives, but they want no advice or assistance. The wife of such a man grows meek and compliant, and puts the children to bed early so they will not bother their father. The wife has a weekly allowance and is ever dutiful.

Apoplexy comes and relieves her. She is crushed, because she thinks a widow should be. In a week, lawyers arrive to consult her, and the administrator asks her advice.



Tenants pay her rent: the whole world seems to uncover before her. She finds she can think for herself, and devise and weigh. All women love power—power has come to her. The estate foots up more than she has imagined—her husband deceived her with talk of poverty and hard times, to keep down her supposed taste for luxury.

She is rich. She begins to plan little charities for her poor relations.

She consults railroad-guides, and takes a sudden interest in "Wilhelm der Grosse" as compared with the Allan Line.

She is happy, very happy, and only a month has passed since the apoplexy, and when she looks into the glass she smiles coyly and blushes almost to see how becoming her mourning-bonnet really is. Her conscience pricks her for being so pink and pretty, when her cheeks should be tear-stained. She knows her attractive face, and her equally attractive fortune, are very desirable qualities to several good men. She must be on her guard.

¶ She is very happy.

As penance she begins to plan an elaborate granite memorial for John. She thinks a weeping-willow with a widow in weeds leaning on the tombstone would be nice.

She is very happy—and on her guard.

The emotions and sensations of a bride are nothing to the feelings of a widow. A widow has a background for comparison, and all the flighty dreams after the unattainable have been forced out of her cosmos by a slaty-gray marital pud-mill. She is grateful now, grateful for freedom, and the ideal looms large on her horizon.

Then widowhood is so eminently respectable.

¶ And the dash of deceit in it all—the condolences and sympathy—are so sweet to the feminine palate! When does the "Wilhelm der Grosse" sail?

#### The Ministry of Sorrow

IN his "Essay on the Sublime," Burke suggests that in the presence of death, even the best friend feels a grain of satisfaction in the fact that he is alive. The only exceptions to this are where La Grande Passion has not known a complete satisfaction and hereby transformed the bond into a different form of friendship. A girl engaged may follow her lover across the Border, as did that widow in Indianapolis last week who sent a bullet into her heart while standing over

the grave of her lover. It was not her husband's grave—the husband had died three years before—this was the grave of the man to whom she was affianced. Lovers love the Ideal, and incarnate it in this person or that. Marriage is the great disillusioner; and fully granting excellence of the relation that is left after the glamour of passion is gone, yet the fact remains that there are galling conditions about it which makes separation by death bearable. The saddest part of many a widowhood is that the widow is left penniless. In such cases the bane of poverty is always confused with the loss of the friend; but, analyzed, the chief trouble we find is the lack of material things, and not the absence of an affinity.

The sense of desolation that comes over a mother at loss of her babe is a complete grief, while widowhood is only a parting that shortly merges itself into a sweet sorrow.

Widows should not be blamed for the pride they take in the trim little black bonnet with its bewitching white ruche—they are what they are. If a woman is reasonably healthy, when one man goes, she immediately sends out spiritual filaments seeking another, pleasantly agitated by the hazard of new fortunes. To ask her to confess this would be cruel, but the fact is a law of her nature.

Then another thing: if a widow is around about fifty, it often happens that there is a fine renewing of her youth. She feels that a great freedom has come to her: she rejoices in books, art, the beauties of Nature; and the stimulus that comes from associating with thinking men is more gratifying to her than ever before. You remember what Franklin said along this line? The fact that she has freedom is a great boon and blessing, and the days she now knows are the happiest that have ever fallen to her lot.

If her husband was her mate, even in degree, she enshrines his memory in undying amber, and in sweet imagination pictures to herself the virtues he possessed, forgetful of his faults; and even though the man may have been in life a burden, death has now wiped the score clean—she holds no resentments. Grief is an agony of unrest, which, if continued, quickly kills or else unseats the reason. But sorrow soothes the nerves, and there is in it an element not unmixed with joy.

Graves are often sweet trysting-places of the unvexed spirit. Who can not picture the calm, quiet, restful sorrow, hugged fondly to her heart, by her Gracious Majesty the Queen of England? Death is not a supreme calamity, either for the dead or for the living.

Widows live long.

The blaming of woman for all the ills of the world is the crowning blunder of certain creeds

## The Danger of Preparedness



ONCE upon a time, Elizabeth Fry, mother of nine, wearing her Quaker gray garb, stood in the presence of the King of France.

Mrs. Fry had just visited a prison that was being built in Versailles. Said Mrs. Fry to the king, "Your Majesty, thee must build no dark cells!"

And the king exclaimed, "Why?"

Mrs. Fry replied, "Because thee and thy children shall occupy them."

Those who know French history realize how sternly true was the prophecy.

Emerson says that everything we do in life we do for ourselves. There is a natural law which decrees that to harm another is to harm ourselves. He who digs a pit to entrap his neighbor is very apt to fall into the pit himself. The man who carries a revolver in order to protect himself is much more in danger of being shot by his weapon than are any of his alleged enemies.

"Remember the 'Maine'!" We do. And the fact is now pretty thoroughly established that the "Maine" was blown up from within. Also, we remember the "Camperdown," which in naval exercise was rammed by a sister ship and sent to the bottom, carrying a thousand men with her, caught like rats in a trap.

Just the other day, the French dreadnaught, "Liberte," was sent to the bottom through a series of explosions in her magazines, and more than four hundred sailors were killed. ¶ Guns burst, magazines explode, boilers go wrong. Fire and sudden death follow. And

these are some of the things that we pay for "preparedness."

The series of terrible accidents that have occurred on American warships in the last twenty-five years would fill a column. An endeavor to get such a list from the War Department or the Navy Department in Washington failed—naturally!

Governments no longer exist for the purpose of robbery, exploitation and annexation. It is simply a matter of business, and so intimately are the affairs of all nations connected that well has it been said that if Germany should invade Great Britain and loot the Bank of England, it would break every bank in Berlin

This war spirit is fostered by the men who thrive through the manufacture of warships and the sale of war supplies; and also through the fact that we are constantly educating men in the business of war, and for the most part these men are inefficient in productive work. ¶ Let the eight great Political Powers that now control the world get together on a business basis, and eliminate this unnecessary waste and the risk of terrible accidents that follow through being prepared for murder! It will surely be done some day. Why not now?

Constancy, unswerving and eternal, is only possible where men and women are free.

## Big Business



BUSINESS is the only thing that maintains a payroll. Business creates wealth and distributes it. Business, like art and love, is largely a matter of animation. To kill enthusiasm and destroy animation is to run a grave risk of cutting many workers off payrolls

The United States Steel Corporation is the biggest business institution in the world.

Its capital, according to actual inventory, is over One Thousand Million Dollars.

The people who work for the United States Steel Corporation and the people who buy its products have no complaint to make. The Steel Trust gives work to about six hundred thousand people.

Any attempt actually to destroy the business of this concern would result in widespread consternation and great distress. It is now the general opinion that, without any credit to the men who have instituted this action, the move itself will yet result in good.

The way to get a bad law repealed is to enforce it, and the Sherman Act will probably be repealed before this action reaches the United States Supreme Court.

The Sherman Act was passed in Eighteen Hundred Ninety. For ten years it lay dormant. For the past three years the United States government has paid out in fees to lawyers for the enforcement of this Act about One Million Dollars a year.

Lawyers' pickings in America are getting scarce. The sky-scrapers are getting higher, and the steeples are getting proportionately less. Lawyers used to wear high hats—now, they are contented to shuffle along unobserved. The number of lawyers who exist on damage suits is very great. And as long as certain attorneys make from twenty-five to one hundred thousand dollars a year by invoking the Sherman Act, business will be stirred up. ¶ To get business on a firm footing, the Sherman Act must be repealed.

All competition is an endeavor to control trade. Successful competition is but one thing, and that is monopoly. Bargain-counter competition benefits nobody. The competition, however, that improves the quality and betters the service is a benefit to the world. ¶ Big business improves the article and betters the service.

Shall we go back to the methods of booth and bazaar, bankrupt and fire sales and all of the "dog-eat-dog" methods that were in vogue twenty years ago? This would seem to be what our legal friends desire when they pray for a reinstatement of competition.

#### Supervision the Remedy

**P**ROGRESS lies ahead, not behind. A trust is a combination of corporations; and all such should consent to be supervised by the Government. The people will have the right to make prices, and where the people have the right to fix prices it will not be necessary to do so, any more than it is necessary for the merchant to give money back on goods sold on the "money-back" basis.

The United States of America is now in a

prosperous condition, creating wealth faster than any other nation has ever done in the history of the world.

Let the agitator agitate. This is well within reasonable limits, for it keeps our mental molecules in motion. But the fact is, the country is safe and the minds of the people are serene, because they are at work. If the reformer will reform himself and give other people the same privilege, all will be well.

The strongest instinct in all creation is self-preservation.

**T**HE good old question of States Rights has been pulled into the issue on Conservation. So we hear these questions asked: ¶ Shall the great resources of the Western States be made a source of Federal revenue? ¶ Shall certain great resources in some of our Western States be placed under Federal jurisdiction and have Federal police regulations?

Shall citizens of the Western States be compelled to accept certain policies of the National Government in the development of the resources of the respective States, which widely differentiate them from the citizens of other States? That is to say, if the State of Washington has great natural lumber resources, is it right for the Federal Government to come in and shut off the citizens of this State from this particular form of wealth?

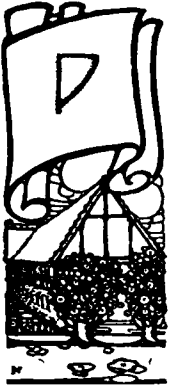
Is it right and proper that great water-power facilities should be conserved, and signs put up about them warning the people not to use this power under penalty?

The earth is for the people who live in it now; and properly used, that which is best now is best for the people who are to follow. There is no such thing as posterity unless we have able citizens now and here.

Posterity is a hypothesis. Pinchotism has been described as the starvation of the present, in order that the future may be fed. The States of Colorado, Utah, Washington and Oregon, and the Territory of Alaska are very much opposed to the Washington idea of conservation. ¶ Every good thing is for the people, and they should have the privilege of using it now, and not be put off with the promise of either a mansion in the skies, or a mansion for the benefit of the unborn.

## Marie Sklodowska Curie

By Alice Hubbard



**PATRIOTISM** is an abstract term, used to denominate a sentiment which seldom exists ~ ~ ~

It stands for personal disinterestedness, and is supposed to be pure, or nearly free from selfishness.

A love for one's country as a whole is patriotism. Love for home, civic pride, jealousy for State rights, are estimated as less worthy sentiments than patriotism, because less extensive in their scope ~ ~ ~

But love of country is as rare as the people who have the universal mind. There are only a few cases in history where a person's individual interests have been absorbed in the universal. ¶ Thomas Paine is an example. This man gave his time, working for the general good of the people. He seems to have had no desire to be personally benefited, except as one of the human race. "Where liberty is not, there is my home," he said. His life proved the truth of his statement.

But such men as Paine are extraordinary. The size of the ordinary capacity for interests will cover personal desires, and its first test of elasticity is when the individual realizes that there are others.

Marriage is usually an expansion of interests. The responsibilities which increase with the coming of a family tend to put a man in the direction of patriotism.

Sometimes it does. Sometimes his interests shrink to their original size, and then shrivel as the years go by.

Touch a man's personal interests and he will fight to defend them. Threaten the homes of a country, and men will band together into an army ~ ~ ~

A revolution is the result of an army fighting for a common cause—the defense of a personal interest, expanded into a home.

The estimate of the value of home increases in the ratio of its cost. The imagination constructs a more valuable home than was ever built by human hands. So a man without a home wrote a poem and a song, expressing the value of a home to the individual, that is

beyond what most people find in it. It is an ideal, unrealized.

Probably the only patriot is the man without a country ~ ~ ~

The only patriotic people is the nation which once had an entity, and then was absorbed by another country. Such a people feels itself an alien just so long as it keeps its individuality ~ ~ ~

The Jews are unique in having a patriotism wholly founded upon the imagination, for they have never had a country of any extent that was their own. They do not boast of Bedouin ancestors. Jacob and his flocks and fields are not theirs. They are city bred. Their love is for a city, not a country.

The orthodox Christian Heaven is a city, paved with pure gold, walled with jasper, and it has jeweled gates.

The Jews' Jerusalem was a city, owned by Rome ~ ~ ~

Yet the Jews are patriotic, true to an ideal whose builder and maker is their traditions and imaginings.

But Poland! That is different.

Poland is a captive, forever weeping over her lost freedom.

The youths and maidens, mothers and fathers, the aged, the rich and the poor alike dream their dreams of a national freedom, the re-establishment of their government. They idealize the past nation, and that nation is never amalgamable.

The Poles are patriots. They have suffered and paid the ordinary price of freedom—which is not theirs.

In Eighteen Hundred Seven, when Napoleon was marching to Warsaw, he was stopped nearby, at Bronia, by the enthusiastic citizens who came flocking to him because they hoped he would strike the blow that should free them from Russia. The beautiful Countess—Marie Walewska—was given by her people to the Emperor of France. Her sacrifice was nothing, they said, if their Poland might be free. Napoleon took her, but gave nothing to her people but the heartaches which they so long have had as their portion.

However, in Nature there is no absolute loss. The soul-longing, the persecution, the deprivation and the hardship, the eternal hope and expectancy have evolved a people superior in many ways to those who have wronged them ~ ~ ~

From among them have come artists, scholars, inventors—men and women who are the mighty of the earth. Pain, sorrow and disappointment have disciplined and evolved them. ¶ Beautiful Necessity has been their friend, teacher, guide.

And so we have Sobieski, Kosciuszko, Chopin, Pulaski, Modjeska, Mme. Curie, Paderewski, and women like Marie Walewska, and Pauline Pavlovna, who sacrificed themselves for the dream of a hope of a Fatherland for Poles, ruled by Poles, for the good of the people.

A sanguine people are they, moved by the heart-longing for the peace and plenty which was once theirs, when literature, art, music, developed the emotion of love and beauty which was their heart's desire.

They are a people suffering from Nostalgia, homesick for their own Fatherland.

Poland was ♣ ♣

Poland is no more.

Poland is history.

But there are and there ever will be Poles ♣

#### The Land of the Poles

THE Poles belong to the Slavic family.

In the Fifth Century they were known as Poliani, and occupied the plain between the Oder and the Vistula Rivers.

Like other nations of the times, they knew but one way to grow great, and strong, and powerful, and that way was to overcome other people and confiscate their lands and interests. War was the business of the men in Poland as well as in England.

From the Tenth Century the history of Poland ceases to be myth and fable. In the year Nine Hundred Sixty-three of our Lord, the ruler of Poland became a Christian and came into contact with Europe—South and West ♣ ♣

Poland developed Art and Literature earlier than did the competing nations. The policy of her government was not so aggressive. Her ideas of justice and right were more refined, and in advance of the times. And when there were different claimants to the throne of Poland, Russia came to the rescue, and stopped the quarrel by taking possession herself ♣ ♣

Prussia and Austria had ideas, too, about injustice and wrongs, and they took all they could get.

Then Poland struggled for freedom. All

internal differences were forgotten. There was only one purpose in the hearts of the Poles—to regain their independence. Then patriotism grew with them, as a people, into a vital, universal sentiment.

It has been the policy of a conquering nation to defer somewhat to the wishes of a conquered people. A rebellious, unhappy slave or subject is not profitable, and is always troublesome. Experience has demonstrated that it pays to have dependents happy.

It is for this reason that Constantine so well amalgamated the Pagan and Christian religions. He gave the Christians all the theology they had before and then added all that the Romans and Jews had besides, thus showing that he had annexed them for their own good.

¶ Egyptian monarchs used the same policy. They never took away a god from a tribe of people whom they conquered. They just gave them more gods, more myths, more mysteries ♣ ♣

Russia tried a similar plan with the country which she seized. She gave Poland her own governor, her own congress. A little freedom, however, would not satisfy this people. They did not want favors: they demanded the right of liberty. Whenever there was a way that the Poles saw to regain their country, they stirred their people to rebellion.

But it was Lilliput in the grasp of Brobdingnag ♣ ♣

Russia crushed Poland into submission. The road to Siberia was packed by the bleeding feet of Polish patriots who preferred death to defeat ♣ ♣

Russian spies were everywhere. The walls had eyes and ears for every look and word of discontent with Russian laws and Russian customs.

The Russian language was made the established language for school and State.

"Submit or die," was the edict of the Czar ♣

¶ In Eighteen Hundred Sixty-eight, on the Twenty-third of February, by a ukase of the Emperor, the government of Poland was incorporated with that of Russia.

Russia now owns six-sevenths of what was once Poland. Austria and Prussia own the other seventh.

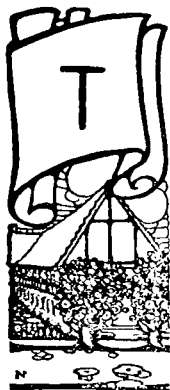
But though the Poles are not a nation, as a people they are not amalgamated with any other nation.

A Pole is a Pole wherever he may be found ♣



# To the Businessmen of America

By Elbert Hubbard



THE most needed thing in America, in the way of reform, is not the Tariff, Equal Suffrage, Conservation, or control of the Trusts—all of which, I grant you, merit attention ☛ ☛

The most needed thing in America is the establishment of a financial system that will be abreast of the needs of the time, keep pace with growing business, and make

panics impossible.

A financial panic is an indictment of our financial policy ☛ ☛

Business is done on confidence, and credit is the basis of confidence. When credit loses its nerve, we are gone, in a business way.

☛ A panic is acute financial indigestion, a condition where everybody suddenly becomes suspicious of everybody else.

Men who want money from the banks can not get it.

Bankers who want to re-discount through their correspondents are turned down.

Appeals to the Government are like appeals to the sky in time of drought and famine ☛

Everybody in business is endeavoring to collect all the money that is due him; and every one who owes refuses to pay, for fear he will not get money enough to meet his obligations ☛ ☛

Folks who have money decline either to pay their debts or to deposit their money in the bank. All deposits are made in the Ginger-Jar, the Clock and the Stocking.

Employers discharge their helpers, wholesale.

☛ The blue envelope circulates, and the blue funk has us ☛ ☛

ALEXANDER HAMILTON “smote the rock of our National Resources and the waters gushed forth.”

But the financial methods of Alexander Hamilton do not meet our needs today. In Hamilton's time there were no steamships, no railroads, no electric power, no irrigating

ditches, no telegraphs, no telephones, no sky-scrapers, no iron bridges, no automobiles, no typewriters—no typewritists. There were less than a dozen corporations in America, and these were doing business under charters granted by the English Crown.

Most of the manufacturing was done in the homes ☛ ☛

Our principal business was to fell the forests, destroy the wild animals, and either pacify or kill the Indians—we did n't care which ☛ City Hall in New York was called “The Fields,” and most of the residences and all of the business houses were located between “The Fields” and “The Battery.”

The population of the United States in Seventeen Hundred Ninety was four million. There were seventeen States in the Union.

Hamilton devised a financial policy that met the requirements of his time, and well did Webster say that “our resources gushed forth,” under the guiding influence of his genius ☛ ☛

Just now we are approaching an epoch. We do not need a Moses—no one man will do—to lead us out of the wilderness; but we do need to act together, and to carry out a well-thought-out and far-reaching policy that will cause our resources to flow.

The potential riches in America are practically untapped. Our methods of distributing wealth are rude and crude. Rightly has it been said, “The few have too much, the many too little.”

Panics always tend to congest wealth. The very few who do not lose their heads, sometimes exploit the many. For instance, to get currency to meet payrolls in October, Nineteen Hundred Seven, thousands of manufacturers who had big bank-balances had to pay a premium of two or three per cent to secure cash.

Others simply did n't pay. The necessities of life were at a premium, and the poor were pinched ☛ ☛

The rich were racked by uncertainty, but they did not suffer from hunger or cold; while in many cases the poor did. The poor

are the people who suffer first, last and most from panics.

**P**RESIDENT SCHURMAN of Cornell has recently said that the United States has the worst banking system in the whole world. To use his exact language: "It is impossible to estimate and difficult to exaggerate the magnitude of the losses which this country has suffered and is suffering from the defects in its banking and currency system. No other civilized country would so long endure such a waste of its resources; no other country is rich enough to have withstood it."

Our financial system is a hundred years behind American business.

Panics should be a disgrace to a nation, just as sickness should be a disgrace to an individual. For a man to lose his composure and then his digestion, and finally find his nerves on the outside of his clothes, is an absurd and foolish proposition, and can only come to one who has persistently violated the laws of Nature.

The proposal of the Monetary Commission now is to have a National Reserve Association, the stock of which is owned by all the banks of the country.

The National Reserve Association will be the depository of the United States Government, and will loan money to bankers on prime commercial paper, without question, and in any amounts that are within reason.

Back of the United States is a tremendous and almost incomputable wealth. We have the basis for credit, and what is required now is that the banks shall co-operate with our Uncle Samuel, and serve the business world.

The National Reserve Association will have a capital of, say, one hundred fifty million, and will carry a legal reserve of fifty per cent, which is very much more than the average bank carries. It will have a minimum loaning capacity, say, of three hundred million dollars, at any time.

This National Reserve Association will be allowed to make five per cent on its capital, but beyond that its profits shall go back into the funds of the United States, except a small surplus, which it will be allowed to accumulate.

**N**INETY-FIVE per cent of the business of the United States is done on credit. When we realize that, if credit suddenly gets sick, business is paralyzed, then we begin to realize how very necessary it is that the lifeblood of the Nation shall not cease to circulate.

In the vaults at Washington are now twenty-five tons of gold. To be exact, we have twelve hundred million dollars lying idle there in Washington.

And the idea is growing that idle money is almost as bad as an idle man.

Russia has always been given the credit for having the greatest hoard of money of any country in the world, but Russia now takes second place.

The taunt against Russia has always been that the money was there in her vaults, even when famine stalked abroad among her people, and children, crying for bread, roamed her roadways.

Money has but one use, and that is the good of the people. The money in the vaults at Washington is for the purpose of redeeming outstanding paper certificates and notes. The curious thing is that no individual ever applies to Washington for the redemption of the yellow-back notes. The notes circulate indefinitely.

If we need a little gold for a special purpose, our banker makes the exchange, and there the money lies in Washington undisturbed.

¶ A banker who would carry the same amount of cash that he owes in liabilities would be deemed a lunatic. Experience shows that a banker can safely loan seventy-five per cent of his deposits, and in fact, when he has loaned eighty-five per cent he is not in a desperate condition.

America has no way of giving confidence to the business world in time of financial stress. During the panic of Nineteen Hundred Seven, a thousand million dollars in gold was there in Washington as it is today, and businessmen were forced to pay a premium for money, else depend on emergency currency in the way of Clearing-House certificates. This Reserve Association seems absolutely necessary in order that panics may be things of the past.

There will be no great, commercial, indus-

trial and financial stability in America until the Government, through law, provides means by which business may proceed under any conditions of expanding and increasing prosperity. The idea that solvent and reliable business shall go down on its knees to certain individual financiers, in panicky times, when all the time our Uncle Sam has tons of gold, is disgraceful—worse, it is silly.

SOME days ago the wires flashed the startling statement that J. Pierpont Morgan had stubbed his toe, and that Sir Isaac Newton, his damnable invention, had laid the world's greatest financier by the heels, and suddenly.

The next day railroad stocks declined five points.

This is no merry gibe or would-be pleasantry. The facts are just as I state them.

What difference should the passing of any one man make to this country, even of so great and influential a person as J. Pierpont Morgan?

Well, as things are, it might make a very great difference.

In times of financial bad weather, when the waves run high, J. Pierpont Morgan is the one man looked to for guidance, counsel and cash. Instead of a co-operate plan, or system by which we help ourselves, we have a man—a private banker—to whom we go in time of need.

The man who can shoulder responsibilities is the man that they gravitate to.

We are supposed to be a democracy, but we tolerate, aye, we require, an almoner, a patron, and to him we go in supplication. Life is held only by a slender thread. We come in at one door and are being sent out at another. Every man is living under a sentence of death, with an indefinite reprieve, and all of us are within two seconds of death many times every day.

It certainly is a serious matter when the reported illness of one man disturbs business.

¶ The proposed National Reserve Association, a body without death and a mind without decline, will place the resources of the people back of our industrial fabric, and make it possible for a businessman who needs money to get it when he wants it.

Our Uncle Samuel will be the continual and

eternal Chairman of the Board of National Reserve Association.

The credit of the United States will then stand behind the banks, the banks will stand behind the businessmen, the businessmen will stand behind the wage-earners, and all will be part and particle of one fabric.

No thought of a financial blizzard will cause us loss of sleep, nor will it disturb our digestions.

The solidarity of the race, or the brotherhood of man, is fast becoming fixed in the minds of the race. Where one suffers, all suffer; where one enjoys, all enjoy. We are all partakers of the woes of the world—we all are uplifted by its joys.

Any financial system put forth by a party, in order to boost this candidate or that, will be looked upon with suspicion by the rival party—and rightfully. Then when the opposition comes into power, it will keel-haul the affair for political ends.

Here is an issue too big, too vast, too far-reaching for good or ill, to be trusted to party politics.

Fresh air, let us pray, will never become a party measure, to be turned on or off by the particular political plumber having the most votes.

Let it here be stated that this proposition of a National Reserve Association is not a political move. No party has anything to do with this, nor should partisanship have any place in the matter of finance, any more than it has in mathematics, pure water, fresh air, good roads—love, laughter and work.

As sunshine is necessary to the life of mankind, so is a healthful circulating medium necessary to the commercial and industrial life of a nation.

And without commerce and industrialism, the United States of America would be a mob, sunk below starving India and seething China, on a par with disorganized Europe when the Dark Ages were the darkest.

I view this matter from the angle of a farmer, a country banker and a manufacturer. Also I hope I am able to see it from the standpoint of a day-laborer, for I know what it is to work ten hours a day with the pick and shovel and to carry the dinner-pail—partially full.

As a businessman who aims to keep his

capital active, I can think of no more discouraging condition than that which now exists in the American financial world. At the very season when money is needed to move the crops or to buy bulk materials, the bottom may drop out: depositors decline to deposit, bankers refuse to loan, debtors refuse to pay, buyers are afraid to buy. Suddenly solvent concerns find themselves insolvent. Production ceases, economic creation is at an end. Hell is to pay!

These things all occurred in October, Nineteen Hundred Seven—they may occur tomorrow.

**T**HE National Reserve Association is a plan of insurance against a financial panic.

Its intent is to supply the business world with a fit and flexible currency, and with due credit in time of need.

It is a policy worked out and endorsed, not by a party, but by the leading financiers and businessmen of America.

It has been viewed from every possible standpoint. Every objection has been considered, every disadvantage faced, every limitation anticipated. In the meetings of the Monetary Commission, held in the various large cities of America, every opportunity was given to anybody and everybody who had anything to say on the subject, to express it.

The intent of the National Reserve Association is to safeguard, encourage and benefit the businessmen and the wage-earners of America.

Many of our Representatives at Washington are professional men. Their experience in practical production—the management of big enterprises and the stern proposition of looking a payroll right in the eye every Saturday—has not been theirs. To this extent, they are not practical financiers, and do not always realize the needs of the people.

That their attention may be focused on this vital betterment, I suggest that every man, employer or employee, should write to his Senator and Congressman at Washington, endorsing the plan of the National Reserve Association and urging that the measure be passed by Congress at the earliest possible date, to the end that we may successfully strike “the national rock of our resources.”

**A** NUMBER of influential men in Chicago have organized and incorporated The National Citizens' League.

The object of the League is the promotion of a National Reserve Association, which shall be absolutely protected against ambitious financial control by any class or section, and placed beyond the reach of political influence.

The one particular man, I believe, who should be given the principal credit for the idea of the Citizens' League is Professor J. Laurence Laughlin, of the University of Chicago. He has been advocating the plan of a National Reserve Association for twenty years.

Professor Laughlin declares that there is nothing original in this proposition of the National Reserve Association. He says the same system is now being successfully operated in various foreign countries, and that all European nations have some such arrangement.

In formulating the proposition, Professor Laughlin has had the assistance of Professor Murray S. Wildman, of Northwestern University. Naturally, I am a bit suspicious of laboratory financial schemes worked out by college professors, but these two men are different. Their plans are supported by many of the biggest businessmen in the country: such men as John V. Farwell, A. C. Bartlett, Harry A. Wheeler, Cyrus H. McCormick, F. W. Upham, Clyde M. Carr, Julius Rosenwald, John Claflin, Joseph Basch, Irving T. Bush, A. A. Sprague, Isador Straus, George A. Plimpton, John G. Shedd, Cleveland H. Dodge, Gerrish H. Milliken, Marvin Hughitt, Henry A. Caesar, Arthur Lehman, Edward D. Page, Cornelius N. Bliss, James Talcott, Hermann Fleitmann, James H. Post, Frank Trumbull, John Barton Payne, Graham Taylor, Edmund D. Fisher, G. H. Wacker, John C. Ames.

With names like these behind the National Citizens' League, it certainly commands the respect of the people.

The business of the League is simply educational. The hope is to create a public sentiment that will eventually make an impression on our friends at Washington, to the end that this great betterment of a sound banking system shall not remain merely a poet's dream.

### The Transplanted Patriot

**N** Eighteen Hundred Sixty-seven, in Warsaw, Poland, Marie Sklodowska was born.

A few years after, her mother died.

Her father was a poor man, a chemist, a teacher in the University, and Marie was trained and educated among the retorts, test-tubes, and chemicals of the laboratories.

¶ As soon as she was able, she helped her father in his work, saving the expense of an assistant, and developing a serious desire to know the secrets that laboratories hold.

Marie was not searching for the *stein der Weisin*, eternal youth, how to change the baser metals into gold, nor for miracles, nor short cuts to knowledge.

Hers was the desire to know and to understand Nature, natural causes, and to interpret them.

Metals and chemicals have a wonderful intelligence. Their potential energy is for us to know, when we become wise enough.

They are obedient to Law, and they know the Laws and make no mistakes. So far as man has discovered, they are reliable.

Having given certain conditions, exact to infinity, sure results will follow.

There are no mistakes in the operation of mineralogy and chemistry. The Laws that control science are immutable.

Chemicals never forget, never oversleep. "I did not mean to do it," or "I did not know it was loaded," are unknown in the world of Science.

Science knows. Science is sublimely wise, has infinite knowledge.

The scientific mind has one desire—to find truth. To the scientist there is one thing sacred, and that is truth.

The scientist is one who has outgrown superstitions: he has evolved beyond prejudices. His religion is to know truth and understand the nature of the elements he works in and with.

He is not afraid.

He has the hospitable mind.

The scientist is a patriot and more. His fatherland is the universe of truth.

He gives the truth he finds in the universe to the world, and for his work he asks no reward, because there is only one thing of value in his realm, and that is truth. Honors, rewards, riches, attentions, distinctions, are worthless

to him. Therefore, he is indifferent to them all.

The scientist has the loftiest virtues of which we know. A foundation of morals is his to start with. He needs no Ten Commandments, for he started where most people leave off or rarely arrive—West of Suez.

No man who is struggling to be moral can be a scientist—he is otherwise engaged.

The scientist is pure in heart before he is a scientist, and his dealings are with facts. So how could he lie or steal or pollute when there could be no response from what he is working with? It takes at least two of a kind for one to be bad.

Marie Sklodowska did not have to learn to be a scientist. She had the one desire by prenatal tendency. She was earnest, eager, alert, patient, enduring.

She had early learned all that her father could teach her.

Now, Marie must earn money, for she had exhausted the resources of her present surroundings. She must satisfy her hunger to know.

She found an opportunity to travel as governess in a Russian nobleman's family, and assumed the undesirable task of trying to interest daughters of wealthy parents in beautiful truth, to teach them to love to know for the sake of knowing.

For the Poles in Russia, all roads seemed to lead to Siberia, and this meant death.

There was danger for Marie and her father in remaining any longer in Russia. They had political ideas, and loved the memories of Poland. Marie left suddenly for Paris, to avoid bearing testimony concerning her father's students. She was familiar with poverty, cold and physical discomfort, so none of these disturbed her, though she was cold, hungry, poor, and alone in this great city.

Because of her persistent importunity, she was admitted as a student in the Sorbonne. They would let this insistent woman see what she could do. So she was allowed to help in the laboratories.

Professor Lippman, then in charge of the research work in the Sorbonne, noticed the superior ability of Marie Sklodowska, and at last she told him of her work with her father, and her purpose and desire for work in Paris.

This man was great enough to know the



scientific mind, and he recognized that his pupil and assistant had it. He gave her every opportunity to work.

And Marie Sklodowska worked.

Professor Lippman introduced to his pupil one day, a young professor of the Sorbonne, Pierre Curie.

And these two young people, teacher and pupil, became co-workers in search of scientific truth ♣ ♣

Marie Sklodowska is a Slav. Her height is less than the average for women. Her hair and complexion are tawny in color. The hair looks as though the gases and chemicals over which she worked had bleached and faded it. The color in her face is like the hair, and her eyes are gray, with just a hint of blue. She never had the handicap of beauty. Nor has she ever had charm of manner, except the charm that comes from absorbing love of her work. She has none of what is termed temperament.

Her mind is clear, fine, strong, delicate, farseeing. It seems to have sloughed every superfluous element. She has a mind that sees. And she has prescience. This clear vision sees facts in a realm that does not take into account human deficiencies, personal likings and aversions.

The scientist, in his work, does not have "artistic temperament" to deal with, nor immaturity nor defectives nor jealousies.

The scientist forgets himself in becoming acquainted with elements that are permanent. There are new properties for him to discover, new combinations, different aspects constantly developing ♣ He rises to a new world every morning, and goes to his rest every evening, knowing that the next day will bring new hope, new joy. Expectancy is his habitual attitude ♣ ♣

Only a few people are capable of becoming scientists. Most people can not forget themselves ♣ They put themselves before the object of interest and see nothing of it except its relation to them.

Marie Sklodowska had the scientific mind, hungry to know. She had but one thought—scientific discoveries.

When Pierre Curie asked her to become his wife, it was a genuine surprise to her. M. Curie may have thought that she understood, but she surely did not. The thought of marriage had not occurred to her. She was absorbed

in the present, and her discontent was the noble discontent of desire to do more and accomplish more.

Marie went back to Warsaw as a frightened bird flies home to shelter. Away from Paris and Pierre, she could think over this new, unscientific proposition.

Of course, she married this man whose purpose in work was one with hers. They would continue their work just the same, said Pierre. Marriage would simply give them more opportunities and time to work together. What could they not do when so united in every life interest!

And the beautiful fact is, that they did more and better work than ever before.

Marriage was not a failure with them.

All the money that could be spared from their earnings was used to buy needed materials for experiments.

At first they lived in the country—it was more economical—and came to Paris early in the morning ♣ But coming and going took too much precious time, and they moved into the city ♣ ♣

Mme. Curie built herself a little laboratory, and her interest was there, centered in finding the "unattainable," as M. Curie said.

A little girl was born to them and Mme. Curie had a new first duty, and it was always first—the care of her family.

This added care simply enlarged her capacity for work. Science lost nothing when little Irene was born.

And one day, in the year Eighteen Hundred Ninety-eight, Mme. Curie showed to her husband a substance she had freed from pitchblende, which we know today as Radium. What she found caused her husband to give up his work and join in hers. Their purpose was to free this substance in large quantities, if that term can be applied to such small particles as they were able to get.

A single gram of it was at least free. It glowed in the dark and gave off light and heat without growing cooler or smaller.

It was a marvelous discovery. All the world talked of this wonderful woman and her husband ♣ ♣

Honors were offered them from many foreign countries. But France was indifferent to the obligation, if she considered she had one.

However, that is an old story, and the Curies did not care. To have found radium was

joy and honor enough. It is doubtful if they knew or thought about whether people appreciated what they had done.

In May, Nineteen Hundred Three, the Royal Institute of Great Britain, through the interest of Lord Kelvin, invited them both to lecture there, and both received their first public applause. The Royal Society gave them the Davy gold medal, and Sweden soon after gave them half of the Nobel prize, for physics. This meant to them, in money, twenty thousand dollars.

And France then offered to M. Curie the distinction of the Legion of Honor. This honor he graciously declined, saying it "had no connection with his work." It is intimated that M. Curie's decision was influenced by the fact that Mme. Curie was not asked to share the honor. M. Curie was ever most just in giving to Mme. Curie the credit of her individual work. He was a man who recognized the sacredness of her individuality, and never took advantage of the fact that in her private life she was his wife.

The Osiris prize, the value in money being twelve thousand dollars, was given to Mme. Curie in recognition of her work for science. This was wealth indeed for the Curies, and relieved them of the stress and strain of poverty, which had been theirs to cope with all their lives.

And now, educators and authorities were noticing them and appreciating them, too. The Sorbonne, the great University of Science in France, invited them to lecture to students who come from all over the world.

This assured work gave an income that would allow them to continue the research experiments in which they were so eminently successful.

There is a story about John Milton's reputed indifference to sentiment concerning himself. And tradition has it that a lady came to him one day and said, "Mr. Milton, they say that you do not care what people say about you."

"Do they say so?" asked Milton, with much emphasis on the "do," bending forward toward his guest.

Milton was a poet, not a scientist.

There has never been shown any interest by M. and Mme. Curie concerning people's attitude toward their personality. That people were interested in their discovery was valu-

able to them. It meant the use of their discovery to the world, and that was a part of the joy of working.

The Shah of Persia and his retinue came to Paris. The Shah asked to be allowed to hear the Curies lecture, and to see the light from radium. "Royalty" had before this asked them to show the wonders of radium at their courts, but they had refused to do this, because they had no time to spare from their work. This time the Government of France asked them to honor the Shah by letting him visit their laboratory. Of course, they complied with this wish.

All was ready. Thirty thousand dollars' worth of radium—only a small bit—was in a glass jar. The room was darkened and the radium shone with so wondrous a light that the Shah was scared, and in the commotion which followed his fright the jar was upset. Then the scientists were alarmed, because there was no substance so precious as radium, and they had earned this little piece with hard work. It was their entire reserve and working capital both.

But the radium was found all right, and the Shah saw the new light. He was most sorry for the trouble he had made, and pulled the diamonds from his hands and offered them as compensation for his mischief. But the Curies had no use for diamonds in their business.

However, the Shah did pin his orders upon the simple dress of Mme. Curie the next day after the experiment, much to her embarrassment. What could she do with the orders of the Shah of Persia! Privacy for work, time to work, and materials to work with were all she wanted.

These she has kept sacred, and has guarded her strength for the one purpose of finding the treasures which she has found.

A second baby was born to the Curies in Nineteen Hundred Six and the mother's cares increased. Two little girls now claimed her first attention. And still science lost none of the work and time of Mme. Curie.

Early one morning, a few months after little Eve was born, M. Curie bade his wife and babies good-by. He had breakfast with a friend and hurried on to a publishing-house to correct proof for a book that he had written. He had finished his work and started to cross the street, to go to the Sorbonne to lecture,

when he was knocked down by a hack, and before he could regain his feet, was run over by a truck and instantly killed.

This seemed to the whole world a tragedy. M. Curie was not fifty years old: he was at the height of his best work.

The accident was the work of most unkind Fate ☹ ☹

And for his family! It was a terrible loss. Not only was Pierre Curie husband and father, but he was co-worker with Marie Curie and he was her closest friend.

"Pierre is dead! Pierre is dead!" Mme. Curie said over and over again.

Her consciousness could not comprehend this fact ☹ She who had been able to accept, unmoved, all that life had brought her of tragedies in Russia, of discoveries in France, was appalled at this. Her brain could not adjust itself to this bitter fact.

Her friend, her companion, her husband gone! It was impossible to understand. Her two babies to care for alone, and the great work to do! How was it to be done?

But Mme. Curie did not give up, nor did her efforts flag. She spent no time in personal grieving. She realized that now her work and her responsibilities were doubled, and she must accomplish for two.

Her friends said that her quiet manner deepened, her pale face was paler, the lines of tension about her mouth were strengthened. But she never thrust her sorrow upon any one. ¶ But that "Pierre is dead!" no one could doubt who saw her.

The Sorbonne invited her to fill the chair made vacant by M. Curie's death, and this she accepted. She chose for her lectures a small and remote room which would hold thirty people.

Mme. Curie was the first woman to lecture in this great University, and she had no idea that many people would care to hear what a woman had to say on subjects supposed to have been comprehended by men only.

To, at least, her surprise, her classroom was the most popular in the Sorbonne. She has been obliged to move from a smaller to a larger room, until now she has one of the largest in the University.

She is quoted in scientific papers as authority, and American textbooks use her lectures.

All of the time Mme. Curie carries on work in her own laboratory. She bathes and dresses

her children among test-tubes and retorts, and there they play as she works.

Every night she puts her little girls to bed. Every day she does for them some of the things no mother wants another to do for her children. She is teaching them to economize, and to make their own clothes, when she cuts and makes garments for them with their help. ¶ Through the fields near their home at Fontenay-aux-Roses, they wander together when they take a holiday—this loving, gentle, gifted mother and her two beautiful children. ¶ Mme. Curie is a most daring worker. That there is the greatest personal danger connected with her work does not seem to interest her. She sees no god Terminus erecting limits and boundaries in the world of undiscovered substances that shall all be used by man ☹ ☹

She writes out in her notebook her scientific visions—what she sees with her prophetic eye—and then she works to find what she knows is there.

In this way she found radium. In this way she found, since M. Curie died, Polonium, which name this patriotic woman gave this substance for her beloved Poland.

Radium is described as a white crystalline powder, whose illuminating power is beyond the Roentgen rays. The radium rays travel almost as fast as sunlight, and can pierce three feet of iron; while the substance burns through metallic cases.

Polonium possesses the property of shining in the dark to a much higher degree than radium. It does not exhaust itself nor lose its illuminating power.

Both of these substances are obtained from pitchblende.

It is estimated that the potential energy of two pounds of radium would "swing the globe from its orbit."

On November Seventh, Nineteen Hundred Eleven, the Nobel prize for Chemistry was awarded to Marie Sklodowska Curie.

The announcement stated that Mme. Curie is the chief professor of sciences in the University of Paris: that she was the co-discoverer with her husband, Professor Pierre Curie, of radium, and, in Nineteen Hundred Three, shared with him half of the Nobel prize for physics.

This prize just awarded to Mme. Curie amounts to forty thousand dollars.

A plate of radium an inch square would shine for a million years, scientists say.

Polonium is estimated to be worth a million dollars a pound, and its use, as well as that of radium, is limited only by its scarcity. However, physicians and surgeons are using it to great advantage, it giving to them the all-seeing eye.

#### A True Scientist

INGERSOLL says, "The sciences are not sectarian."

And Ingersoll is right. But from a recent controversy regarding the election of a scientist—universally so accepted—to fill a vacancy in the French Academy of Science, we are almost convinced that though there may not be sect, there is sex.

No one said or hinted that the discoveries, the work, of Mme. Curie did not merit the distinction of such membership. No one questioned that Mme. Curie was not eminently eligible as a person.

But the overwhelming, irrefutable, logical, reasonable and just argument that, "We never did it that way before," kept Mme. Curie from being elected.

It is expected that the fact that, "This person is a woman," has negative power in politics, law and religion, because in these justice, right and eternal law are not factors. But science deals with truth, which knows no bond nor free.

But there are scientists who say that the French Academy of Science will yet ask Mme. Curie to honor it by becoming a member.

Mme. Curie is a true scientist, and none of these things disturb her. The world in which she lives is that of beautiful truth. And serene she lives and works in this world of fine minds where it is joy enough to know and to reveal to others.

—

ALL things brown and yellow and red, are brought out by the Autumn sun; the brown furrows freshly turned where the stubble was yesterday, the brown bark of the trees, the brown fallen leaves, the brown stalks of plants; the red haws, the red, unripe blackberries, red bryony berries, reddish-yellow fungi; yellow hawkweed, yellow ragwort, yellow hazel-leaves, elms, spots in lime or beech, not a speck of yellow, red or brown that the yellow sunlight does not find out.

—Richard Jeffries

## Aurora Borealis

By Maurice R. Brown

RIGHT, gleaming, flashing beams of Northern Light

That darting upwards in the heavens high

Doth form a fiery arch across the sky,  
Imparting mystery and awe to Night,

What Menace is there in thy flash for man?

Art thou reflections of the flaming sword  
Whose glittering blade restrained the  
sinful horde

From Eden, where God now had put a ban.

Lest they should take the tree of life and eat  
And live forever, and God perhaps defy,  
When He condemned all sinful men to  
die

Lest Heaven's plans for men should meet  
defeat?

Is this the secret of the Northern Light?

Doth God still keep His angel guarding  
there

To bar the entrance to an Eden fair?  
Do men think this who brave the Arctic Night?

Is this the secret of the North Pole Game?

Are there men who think the Northern  
Pole

The tree that everlasting life may dote  
To them by giving never-dying Fame?

HAPPINESS LIES IN EQUALITY

## In New Hampshire

By Marilla M. Ricker



O the Selectmen of Dover,  
New Hampshire: I come  
before you to declare that my  
sex is entitled to the inalien-  
able right to life, liberty and  
the pursuit of happiness. The  
first two rights I can not be  
deprived of except for cause,  
and by due process of law;  
but upon the last a right is  
usurped to place restrictions  
so general as to include the  
whole of my sex, and for  
which no reasons of public good can be  
assigned. I ask the right to pursue happiness,  
by having a voice in the government to which

I am accountable. I have not forfeited that right; still I am denied. Was assumed arbitrary authority ever more arbitrarily exercised? In practise, then, our laws are false to the principles which we profess. I have the right to life, to liberty, unless I forfeit it by an infringement upon others' rights, in which case the State becomes the Arbiter and deprives me of them for the public good. I also have the right to pursue happiness, unless I forfeit it in the same way and am denied it accordingly. It can not be said, with any justice, that my pursuit of happiness in voting for any man for office would be an infringement of one of his rights as a citizen, or as an individual. I hold, then, that in denying me this right without my having forfeited it, departure is made from the principles of the Constitution, and also from the true principles of government, for I am denied a right born with me, and which is inalienable. Nor can it be objected that women had no part in organizing this government. They were not denied. Today we seek a voice in government and are denied. There are thousands of male citizens in the country who seldom or never vote. They are not denied; they pursue happiness by not voting. Could it be assumed that because this body of citizens does not choose to exercise the right to vote they could be permanently denied the exercise thereof? If not, neither should it be assumed to deny women who wish to vote the right to do so. And were it true that a majority of women do not wish to vote, it would be no reason why those who do should be denied. If a right exist, and only one in a million desires to exercise it, no government should deny its enjoyment to that one. If the thousands of men who do not choose to vote should send their petitions to Congress asking that body to prevent others who do vote from so doing, would Congress listen to them? If there are women who do not desire to have a voice in the laws to which they are accountable and to which they must contribute their support, let them speak for themselves; but they should not assume to speak for me. Women did not join in the act of constructing the Constitution. So far as I know, none expressed a desire to do so, and consequently were not denied. But what is government, and what a Republican form of government? Government is national existence organized. When government is fashioned for the people,

it is not a republican form; but when fashioned by the people, it is a republican government. Our form of government is supposed to emanate from the people, and whatever control it possesses over the people is supposed to be exercised by and with their consent. I, and others of my sex, find ourselves controlled by a form of government in the inauguration of which we had no voice, and in whose administration we are denied the right to participate, though we are a large part of the people of this country. Was George the Third's rule, which he endeavored to exercise over our fathers, less clearly an assumed rule than is this to which we are subjected? ¶ He exercised it over them without their consent and against their wish and will, and naturally they rebelled. Do men of the United States assume and exercise any less arbitrary rule over us than that was? No, not one whit the less. When our fathers launched, "Taxation without Representation is tyranny," against King George, were they consistent? Certainly. Were they justified? Yes; for out of it came our national independence. The Revolutionary War which gave our country independence grew from this tyranny. The Fourteenth Amendment says that all persons born or naturalized in the United States and subject to the jurisdiction thereof are citizens of the United States and of the State wherein they reside. No State shall make or enforce any law which shall abridge the privileges or immunities of citizens of the United States; nor shall any State deprive any person of life, liberty or property without due process of Law, nor deny to any person within its jurisdiction the equal protection of the Laws. I am a person, one of the sovereign people, a citizen of the United States and of the State of New Hampshire. Does the State of New Hampshire enforce any law which abridges my privileges or immunities as a citizen? Is it nothing to be denied the right to vote? What privileges and immunities have I differing from those of the subjects of the most absolute monarch? They are subject to such laws as he sees fit to impose. Am I subject to any laws other than are imposed upon me? It does not appear possible to me that men are conscious of the tyranny they exercise over women. It may be mildly exercised, but it is nevertheless absolute tyranny. I can have what they



will give. Could any slave have less? ♪ Hence government permits the State of New Hampshire, in the face of the Fourteenth Amendment, to enforce laws which abridge my privileges and immunities, as well as those of every other woman who resides therein, who is responsible, taxed, and contributes to the maintenance of an organized government. And in conclusion I will say that so long as women are hanged under the laws they should have a voice in making them.

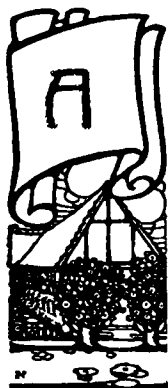
♪

When a woman works, she gets a woman's wage; but when she sins she gets a man's pay--and then some.

♪

## The New Competition

By Charles Ferguson



DAM SMITH and Jeremy Bentham, Stanley Jevons and Stuart Mill, John Bright and Richard Cobden—these are the names of some of the notables of the Eighteenth and Nineteenth Centuries who believed that industrial competition is a good thing for society. They were all thinkers. Not one of them was a snapshot man ♪

When these worthies talked about the beneficence of competition, they had in mind a certain permanent and fundamental truth, to wit: that the best thing that can happen to society at large is that each individual should be made to seek his personal fortune at the hands of the whole public, and not of a particular group—for thus every man will be obliged to identify his own interest with the public interest, and not with any private interest.

The competition recommended by these famous economists was the competition of all private persons for public favor, not the competition of rival groups for public power. Not one of them would have been interested in the kind of competition that Mr. Taft is vainly striving to set up. One and all they would have perceived the absurdity of trying to extract public benefit out of a monstrous struggle between the dissevered parts of vast industrial combinations.

They would have seen, indeed, that any

competitive struggle between huge corporations must, in the nature of man and the nature of things, be a contest in which the service of the public would be completely subordinated to the lust for power. Most likely they would have foreseen the corporate conditions which this generation has so painfully experienced: the crushing power of private taxation over the necessities of life made the prize of battle between legal Frankensteins that have lost the ability to do good work in the heat of their passion for unearned rewards ♪

Surely wise old Adam Smith would have predicted that such unbridled and irresponsible trusts as these of Twentieth Century America would grow weak in their technological departments, as they grew strong in their financial departments; and that, in spite of the rational counsels of a Gary or two, they would use the full political force of their financial organization to keep from the public that power to fix prices which they have won from the public with such stress and carnage ♪

The great apostles of competition have always championed the right of the public to fix all prices—in the open market. With the growth of grand-scale production by privileged corporations, no thinker who has grasped the real meaning of the competitive principle can fail to see that this public price-fixing power must pass from the marketplace to the seat of public authority.

There can be no competition save the pull and haul of Life and Death, when the buyer is made to stand single-handed in the presence of the consolidated sellers.

George W. Perkins

GEORGE W. PERKINS made an excellent speech on the Trust question before the Detroit Board of Commerce. But it stopped short of being wholly adequate ♪ He seems to think that the great industrial corporations can be civilized and controlled by mere white light. He is all for publicity under Federal auspices—publicity of corporate projects, stock and bond processes and accounts—publicity from top to bottom.

But must there not be power as well as light—a principle before there can be a program?

¶ The principle for which the people must contend, in their battle for the control of the industrial trusts, is the right of the public

to fix the prices of commodities—if necessary. ¶ After this principle has been admitted on all hands, it may not be necessary to apply it. But so long as it is denied and contested we shall have light without leading—a bewildering glare without a path, a perspective or a point of departure.

Mr. Perkins says, unguardedly, that he wants the great “industrials” put under the kind of supervision that is already applied to national banks and interstate railroads—apparently forgetting that these institutions are not merely lighted, but are also limited; that they are, for instance, subjected to usury laws and traffic-rate regulations that are perfectly analogous to the proposed price-fixing of staple commodities.

Why do flourishing corporations water their stock? Obviously, to conceal the ratio between their investment and their prices. Why do they care to conceal that ratio? Obviously, again, because commonsense and the spirit of the common law are unalterably opposed to prices that are out of proportion to risks.

Thus it is plain that the traditions of law and the customs of trade are established on the assumption that there is such a thing as a fair price. If this fair price is capable of being concealed, it is also capable of being revealed. Therefore, the only question under this head that is before the country is the question whether the fair price, when it has been found out, can rightfully be enforced by public authority.

Those who say no to this question are mostly people who lie under the illusion that competition will be wholly destroyed in any business concerning which the purchasing public has come to singleness of mind, and has quit competing with itself. Such people fail to understand that in general the competition of consumers does not push the world along. It is the competition of producers that does that.

The competition that puts vim into business and makes the wheels go round is not the bargain-counter struggle, but the struggle to improve the product and cut down its labor cost.

#### President Taft's Dictum

R. TAFT says we must “restore competition.” He points us to the Tobacco Trust, which is to be partitioned

into four parts, and to the Oil Trust, which is partitioned into thirty-three parts, and says, “Behold, that is what I mean.”

The public is not impressed by this program; first, because the public does not believe that the pieces of the Oil Trust and the Tobacco Trust will really compete with one another, and second because nothing worth mentioning would be gained if they did.

As to the first point, it is clearly impracticable to require a business that has achieved a unitary national organization to stratify itself into four—or thirty-three—national organizations, each covering the whole ground with four—or thirty-three—separate selling systems, all trying to underbid each other at every geographical spot. Nothing is supposable but that the four—or thirty-three—more or less distinct parts of the trust must divide the territory between them and work it without real competition from an invisible headquarters under some kind of a “gentleman's agreement.”

If a trust really could be broken into absolutely separate parts, and if the parts really could be compelled to fight each other, the loss and waste of social energy and efficiency would be incalculable, and the energy and the hope of diminished prices would be broken into more pieces than the trust.

Thus we come to the second reason why the public is not enthusiastic over Mr. Taft's plan. The American public believes in competition. But it is feeling its way to a new and more thoroughgoing kind of competition than the President dreams of. It is the special task of these times—the paramount issue of present-day politics—to give definition and driving force to this new kind of competition.

¶ We are beginning to understand that there is no advantage to the public in having two or three or ten or twenty big industrial concerns wrestling with each other to gain control of a particular business. That kind of competition we have had abundant experience of during the last two decades, and prices have been sky-highing most of the while.

We have discovered that competition between rival corporations for the control of the market is a competition in which the public loses, whoever wins. Such competition is nothing but a kind of guerrilla warfare to seize the price-fixing power—a power that belongs, by rights, to the public, for it is at

bottom one and the same thing with the taxing power. When the price-fixing power falls into private hands, the power of levying public taxes falls into private hands.

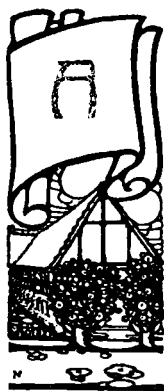
That the public has the right to fix prices whenever it is necessary to do so for its own protection, just as it has the right to impose taxes in similar case, is the principle for which modern politics should most especially contend.

To take the taxing power away from the private corporations and restore it to the public corporations is a high political labor to which this generation must now address its strength.

There is no satisfaction in this. That is that jealous of it that I must be free to equal it.

## A Psalm of Womanhood

By Belle Squire



AS Woman my dignity is supreme, for I am sculptress of the race, the architect of humanity. My body is the Temple, the Holy of Holies, wherein are fashioned into indelible shape, for weal or woe, the children who are to come. Therefore must I keep my temple pure and clean, nor ever let it be defiled by thought or word or deed, for within me lies, mayhap, the destiny of millions yet unborn.

At its peril will the race defile me, stunt me, hinder me in my high calling, for outraged Nature will herself avenge my wrong, and demand in full the penalty for my hurt. I can not fall alone, the race will suffer with me, for its destiny is bound up within mine own. I am indeed supreme, for I am a Woman!

My part is difficult, but I will not flinch. I must be strong as the oak on the bleakest hill, and tender and sweet and pure as the flower that blooms in the valley below.

I am the citadel that must never capitulate, nor must I be taken unawares. Until Death overcomes me I must be mistress of myself, for I am Woman and must be free, or the race will be carried into that captivity from which there is no return.

Being Woman, a vital part of Humanity itself, I must demand and use, if need be, every human right that belongs to Humanity, be it civil, moral, industrial or political, for I am half the race. I am Woman. For Freedom's sake I must be free, for I am sculptress, architect of Humanity, its citadel, its oak, its blossom. I am Woman, Mother and Molder of the Race!

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Published by the Author

## Women in New York State

ARRIETTE M. JOHNSON-WOOD, a member of the New York Bar, has issued a pamphlet enumerating the "Laws Discriminating Against Women in the State of New York." These laws are outlined as follows:

### Married Women

THE services of the wife in and about the household belong to the husband. This includes taking boarders, nursing the sick, etc. ¶ A wife can not make a binding contract with her husband to pay her for services within or without the household. The joint earnings of the husband and wife belong to the husband. The husband may recover for services performed by him for his wife, under agreement.

### Real Property

THE wife is entitled to dower, that is, the use for life of but one-third of the husband's real property, though she may have helped to accumulate it. The husband is entitled to courtesy in the wife's real property, that is, the use of the whole for life, if a child has been born alive. The wife's real estate descends to the husband when she dies, leaving no heirs of her blood.

The husband's real estate never under any circumstances descends to the wife, even though she may have helped to accumulate it. In default of heirs of his blood his realty escheats to the State.

### Personal Property

UNDER the Statute of Distribution the wife is entitled to one-half of the personal property of the husband when he dies intestate and without descendants. Moreover, the husband is entitled to all of the personal

property of the wife when she dies intestate and without descendants. Furniture, household effects, etc., that can not be shown to belong absolutely to the wife, belong to the husband.

### Divorce

**I**N case of a divorce dissolving the marriage contract for the misconduct of the husband, the wife will not inherit any of his personal property, though she may have helped to accumulate it. She is not entitled to dower in realty thereafter acquired.

In case of a divorce dissolving the marriage contract for the misconduct of the wife, she forfeits dower and the benefit of any antinuptial contract.

### Wills

**A** WILL executed by an unmarried woman is deemed revoked by her subsequent marriage.

A will executed by an unmarried man is not revoked by his subsequent marriage, unless a child has been born.

### Children

**T**HE father's right to the custody of the child is paramount.

The guardianship of the property of the children belongs, first, to the father. If there be no father, then to the mother. The father is entitled to the services of the children.

The mother inherits no part of the property of the child if the father be living—unless the property came to the child through her.

The father is sole heir and next of kin of the child, and entitled to all of the property of the child.

If there be no father, the mother inherits the use of the real estate through life, and the personalty is divided between the mother and brothers and sisters. The mother is guardian of the property, and is the next heir and next of kin to illegitimate children only, if the father be living.

The mother is not entitled to damages for negligence resulting in the death of her child, if the father be living. The father alone is entitled to such damage. When the father dies immediately after the death of the child, the mother still has no right of action. The measure of recovery for the father's estate is limited to such damage as the father actually suffered to the time of his death. One act of immorality on the part of the mother takes from her her child, while the father

may continue such conduct without being seriously considered unfit to have its custody.

Sewing-machines and knitting-machines have done more to emancipate women than all the preachers

## Kipling, His God

By Alice Hubbard



**W**HEN Samuel Johnson said, "Nature has given women so much power that the law has very wisely given them little," he evidently spoke not in wisdom but in wrath. For man to attempt to balance Nature's endowments by man's "wise" limitations of the exercise of natural power would suggest limitation of this man's natural endowment

Johnson did have judgment where his feelings were not involved: just as other men—and women, too—can exercise reason when personal interests are not uppermost.

A "natural power" is not successfully curbed by man's "laws."

Man has tried to limit natural power. He has driven it out of the door, only to see it come in at the window. The window being barred, cracks and knot-holes have opened to admit natural exercise of power, because natural power can not be counteracted by man's force acting as an antidote.

How is this?

Nature gives women much power. Man does not like to have her exercise this power to its full capacity, which naturally would enter into her freedom to act, as does man, in affairs of public interest. And so male man says, Woman shall have nothing to say about the laws that control her domestic rights, her property-rights, her civic rights.

Woman shall be controlled by man in her home life, with regard to earning money and spending it; with regard to her care for herself and her children's welfare in school and in the town, in the State and in the nation; with regard to the nation's relation to other nations. In all other relations of life, whatever they may be, she may use this "so much power" that Nature has given her.

These powers given by Nature are not so curbed by man's laws but that woman may be ambitionless, indolent, lazy, inert, sick and die—willy-nilly man.


And these "natural powers" may be exercised in the line of quiet, modest, domestic service, adding that of valet service, tailor, laundry, et al, provided compensation in money is not asked ☞ ☞

These "much powers" may be used in thinking, provided nothing is said about the thoughts ☞ ☞

Would it not be wonderful if this "so much power" had long ago atrophied from so much, so extensive and so long disuse?

Has any one in this man's world, made by man for men, explained how Doctor Johnson was willing women should exercise their "so much power," which he said they had?

#### Doctor Johnson's Limitations

 SAMUEL JOHNSON himself was a beneficent tyrant—beneficent, but no less a tyrant. He was poor, as deeply in debt as poet could be, when he married a woman twenty-two years older than himself. He took charge of her property at once, and administered her eight hundred pounds as he willed, not as the widow willed with all of her natural powers, age and experience.

Their wedding-tour was made on horseback. Johnson said his bride was peevish about the way he rode. So, in order to teach her a lesson "that should bring ye layde into a state of submission" to Samuel Johnson's will for the rest of this bride's life, the bridegroom says he put spurs to his horse and rode away out of sight, for many miles. And then this ungallant boasts, "When I did next see ye layde, I did observe that she was in tears." ☞ From this time forth, Samuel did exercise Mrs. Johnson's natural and acquired powers for her ☞ ☞

Johnson's flatteries to the ladies—thrown as the sop to Cerberus—are as delicate and graceful as whales. His little fishes of reasons are hard to find.

It is impossible to believe that Johnson thought that women were more gifted by Nature than are men. Johnson showed no sign of respect for these "powers," nor did many men of his time.

Power is not a gift. Power is the result of wise exercise. Nature gives opportunity—that is all ☞ ☞

Johnson had no square deal in his mind, no spirit of the Golden Rule in his dealings with women, publicly or privately.

Protection does not protect women or slaves. The protection of adults weakens them, keeps them children, undeveloped. It causes arrested development.

Johnson wanted care, amusement, means, ease—all these at will. He wished to pay the lowest price possible for them.

He preferred to make the conditions of life for woman in this world. He did not want women to enter into public life, to have or give opinions on laws, and lawmaking. He wanted them to be quiet and passive ☞ He wanted them to serve men and let the man's world for man continue undisturbed.

He makes a statement of this. When he tries to give a reason for wanting what he should not have, he becomes ridiculous, preposterous, foolish—even as you and I ☞ And so he says, "Nature has given women so much power that the law has very wisely given them little."

#### Kipling's Nonsensical Jingle

UDYARD KIPLING, another Englishman, I believe, once a poet, does not want women to be individuals or citizens. ¶ He rhythmically states that his "reason" is because "the female of the species is more deadly than the male."

His "proof" for this reason is that the mother, because she is a mother, has developed power to protect herself and her young. The mother snake has developed capacity for more venom because she needs more in her business of protection.

The mother tiger has developed more physical power than the male, because she has to take care of herself and her babies. Therefore, when there is a matter that must come before all tigers, because it is for the welfare of all tigers old and young, male and female, and for the tiger race, all mother tigers, past, present and future, must stay at home and not think, because "the female of the species is more deadly than the male."

In a hennery, where the greatest good for the greatest number is the policy, the cock should decide all questions of interest to the fowl family, because "the female of the species is more deadly than the male."

The law concerning the seasons best suited for the rearing of the young, the natural diet



of calves, the frequency of meals, the weaning time, ad infinitum, should all be decided by the bull, especially in a Jersey herd, because "the female of the species is more deadly than the male."

The "man-eating" stallion should decide all questions relative to the feeding-grounds, the herding, foaling-time, all matters of interest to the horse race—but he does not. All the decisions he makes are for himself as his desires urge him. But where co-operation is required, he has only his individual influence to bring to bear.

In "Natural History," there is no record that I have seen, where rival stallions concede some form of trial, except a quick, sharp, deadly trial of strength. And the weaker dies. ¶ General Custer and his men might have differed with Mr. Kipling with regard to the male Indians being more gentle, kind and just than the female.

The rule is that the male fights to satisfy his desires ☸ ☸

His foes are his rivals. He is not concerned for the good of the species.

When a woman fights, she fights to protect herself and the race.

Many men as well as women deny today what Kipling accepts as uncontrovertible fact—namely, that "God" gave woman to man: woman is owned by man.

Many men today are joining women in that old, old cry for "Independence—Give me Liberty or give me death. Taxation without representation is tyranny. The inalienable right to life, liberty and the pursuit of happiness." ☸ ☸

Kipling seems to think he is quite content if the male of the species alone has it.

And Kipling clinches his argument by saying that there is a "God of Abstract Justice—which no woman understands." This God of Abstract Justice seems to reside where men meet to govern. Probably He is to be found in Masonic Temples, within the sacred chancel where no woman dare enter, in the Holy of Holies. Were it not sacrilegious, one might also think that He presided at all University Clubs, Business Meetings, Advertising-Club dinners, and all Banquets where ladies are not invited.

This God of Abstract Justice would seem to allow, approve and encourage several acts and customs that the female of the species can

not accept as concretely just or even wholesome ☸ ☸

It seems likely that not many women—only a few—have an understanding with this God of Abstract Justice.

Women are in process. They have only recently begun to realize that they are individuals; that they are human beings always, and women quite incidentally.

Kipling intimates that women can not reason well ☸ ☸

Far be it from me to say that they can. But why Kipling should give this as a reason why women should not have anything to say in the political world is a puzzle.

Men and women are not far apart. The race is one. Monism is law.

Men and women are the children of parents, and the boy partakes of the mother's nature as does the girl of the father's.

Side by side man and woman went out of the Garden of Idleness into the barren fields. Hand in hand they have labored. They have wandered far from their ideals. But they are returning ☸ ☸

Man does not want a God that woman can not understand. Neither do women want a God intelligible to them only. We want one God—the God within each human being: intelligent as we are intelligent; just as we are just; noble as we are noble; great, generous, kind, wise as we are.

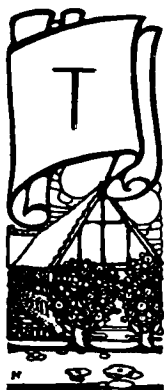
Hand in hand, man and woman together will find this God whom all will understand, whom none will try to thwart or hoodwink. This will be the God of Justice, of right, of truth, of love ☸ ☸

☸ ☸ WOMEN who are supported in idleness and luxury may not feel the need of the ballot, and some of them may say they do not desire it, but that is no reason why they should seek to deprive other women of their right of choice. Any sane man or woman can understand why an idle woman, or one engaged in life's frivolities, may not care to vote. But no person of sane or sane reasoning power can comprehend the motive that impels a woman who says she does not want to vote to attempt preventing any woman from voting who wants to vote.—Contributed.

☸ ☸ Marriage, to the priest, is a form of sin. His words sanctify it—so he says.

## Tariff and Reciprocity

By Roger W. Babson



THE industries of the United States received three distinct blows during the past year; namely, the Rate Decision of the Interstate Commerce Commission, a decision the bad effect of which has not as yet begun to be realized; the Supreme Court Decision in the Standard Oil and the Tobacco case, the effect of which can not be logically considered until the new form of corporation organization has been determined; and the rejection of reciprocity by Canada, which has just occurred.

Since the United States Bank and slavery questions have been settled, the tariff has been a source of continual discussion, corruption and disruption to business. The first economic crisis, after the United States inaugurated its first President, was in 1791-2; but this trouble was largely due to the operations of the first United States Bank, so that the first industrial panic which our records cover was in 1814. This was due to various causes; but one cause, economists claim, was the lack of protection given our industries, compelling many of our weavers to go out of business, they being unable successfully to compete with British mills. At any rate, business continued dull for many years, and real prosperity did not again return until after 1820, simultaneously with a change of opinion against free trade and in favor of a protective tariff, which finally became law in 1824. It is true that another short crisis occurred in 1826, but this was very largely a reflection of the severe depression existing in England at that time, which continued until 1831, after which date both England and America enjoyed a period of great prosperity.

The next panic came in 1837. This panic also was due to many causes, but the tariff agitation was again a factor, for the Clay Compromise Tariff was enacted in 1833, and the tariff was continually lowered until after the great panic of 1837. Following this panic, our manufacturers received no protection until the distress became so severe and the balance

of trade so much against us that in 1842 a new protective tariff was enacted. Again the country witnessed a period of prosperity until 1848, when there was another panic in England, which was reflected more or less upon this side of the water. Probably, however, the effect of this would have been very small upon the United States had not Congress adopted in 1846 a tariff for revenue only, again withdrawing protection from our manufacturers, and causing a period of distinct dulness extending until 1851. Owing, however, to the discovery of gold in California, this low-tariff bill did not have the harmful effect of the others, and after a readjustment, the country enjoyed great prosperity during the early Fifties, up to 1857.

Notwithstanding, however, the great impetus business received—due to the discovery of gold—our foreign trade steadily declined, and our balance of trade again became very small, on account of the low tariff. Although the tariff was only one of a number of factors contributing to the cause of the panic of 1857, yet it doubtless was one factor. In fact, all industry was at a very low ebb, from 1857 up to the time of the Civil War, and Protectionists claim that this dulness continued up to the time of the enactment of the Morrill protective tariff in 1861, which gave a great impetus to business. Of course, in a way, the inflation of trade was abnormal during the early Sixties, and the inevitable reaction came in 1864 to 1867. However, general business continued good until the early Seventies, when a time of reckoning arrived. This came in the form of a panic in 1873, following the reduction of the tariff in 1872, owing to the “grumbling of the farmers of the West.”

In March, 1883, however, the protective tariff, which had been in force for some years with few variations, was revised, and considerable protection removed from iron, textile and certain other lines, and the crisis of 1884 followed, which broke James R. Keene, Grant and Ward and various large banks, railroads and industrial corporations. This lowering of the tariff caused a reduction in wages, and 1886 will be remembered as a year of great strikes in New York and other cities, with the bomb outrage in Chicago on May Fourth. However, Democratic efforts for a still further reduction of the tariff were

overwhelmingly killed, and the country enjoyed a period of fair prosperity up to 1890, when the McKinley protective tariff was enacted, giving three years of abnormally good business.

In fact, the country may have had too much protection just at that time and too great prosperity; for 1893 saw our industries entering into another period of depression caused—according to Protectionists—by the enactment in 1894 of the Wilson tariff. The years 1894, 1895, 1896 and 1897 are too well known to need to be discussed here, and whatever the cause therefor, good times began to return simultaneously with the enactment of the Dingley protective tariff on July Twenty-fourth, 1897, followed by four years of the greatest prosperity the United States has ever witnessed. It is true that the country had a slight setback in 1903, due to the condition of the security market and certain other factors, also that our banking system collapsed in 1907; but the rebound after both of these events was so sudden that there has been no time resembling the years 1893-7 until the present time, when the tariff question is again being agitated, as it was preceding our other periods of depression.

Leading economists are not in favor of high protective tariffs, and many believe that ideal conditions can exist only under free trade. As to whether these men are right or wrong, I do not know; but I do know, that there has been an intimate relation in the United States between business conditions and tariff agitation, and that a reduction of the tariff has been one of the causes of bringing about business depressions, while a conservative protective tariff has helped to bring back prosperity. Moreover, the "permanent" tariff board as now appointed is not a practical solution. In fact, most economists agree that the most practical permanent solution of the tariff problem must come through the negotiations of reciprocity treaties with various nations.

Therefore, I feel the same about tariff reduction as I do regarding battleships. I should be glad to have the United States agree with the other nations of the world to sink all battleships; but can the United States afford to sink her battleships unless the battleships of France, Germany and other countries are sunk at the same time? Therefore, as to

tariff, so long as the world's greatest nations are so medieval, short-sighted and selfish as to erect commercial barriers in the form of high tariffs, I now feel that we must meekly continue to follow this uneconomic system; but through the enactment of reciprocity treaties we can agree to reduce our tariffs as other nations agree to reduce theirs, thus providing a sound and safe solution of this vexing problem. It is for this reason that I feel that the recent defeat of reciprocity is a severe blow to our country, temporarily blocking, as it must, the most practical solution of the tariff problem, which now will be again discussed along the old lines, accompanied with disruption to our nation's business and morals.

The average woman sees only the weak points in a strong man, and the good points in a weak one.

## The Boy Scouts

By Walker M. Van Riper



NE of these days there will be a Little Journey to the Home of Ernest Thompson-Seton. For, unless I miss my guess, here is a man who has started something.

That something is the Boy Scouts of America.

Seton-Thompson is a man with an imagination. He and the English General Baden-Powell have formulated a plan for the utilization of surplus energy in boys—a practical, workable plan founded on a real insight into boy nature.

In the first place, in the words of Black Wolf himself (for that is Mr. Seton's official name), "The Boy Scouts of America is not a military movement: it is not a religious movement, but an educational movement."

It teaches the boys to help themselves by helping others. It teaches them self-reliance, usefulness, courage and kindness.

### The Nine Laws

THE gist of the whole thing is right here in the nine laws that govern the life of every Scout:

A Scout's honor is to be trusted. If a Scout says, "On my honor it is so," that means

that it is so, just as if he had taken a most solemn oath. ¶ A Scout is loyal to his parents, his leaders, his country and to all to whom his loyalty is due.

A Scout's duty is to be useful and to help others. He must be prepared at any time to save life or to help injured persons. And he must try his best to do a good turn to somebody every day.

A Scout is a friend to all and a brother to every other Scout.

A Scout is courteous; that is, he is polite to all, but especially to women and children, and old people and invalids and cripples. And he must not take any reward for being helpful or courteous.

A Scout is a friend to animals. He should save them as far as possible from pain, and should not kill any animal unnecessarily ♣ A Scout obeys orders of his parents, patrol-leader or Scout-Master. That is discipline ♣ A Scout smiles and whistles under all circumstances. When he gets an order he should obey it cheerily and readily, not in a slow, hang-dog sort of way. Scouts never grumble at hardships nor whine at each other.

A Scout is thrifty; that is, he saves every penny he can and puts it in the bank, so that he may have money to keep himself when out of work, and thus not make himself a burden to others, or that he may have money to give away to others when they need it.

#### The Moral Code

**R**EAD these laws over again. Let them sink in, and then remember that these are no Sunday-School mottoes to be learned and forgotten, but that they are practised and applied and become a real part of the life of every Boy Scout ♣ No group of Samurai warriors ever obeyed their Bushido more faithfully, no knightly band its code of honor more truly, than do thousands of American boys the Scout Law today.

And obedience to this law during boyhood means a new type of American manhood—a cleaner, sturdier, kinder lot.

"A Scout's honor is to be trusted." This means that a Scout never lies to any one. And they don't. Do you see the difference between this and the Sunday-School method: "Only naughty little boys tell lies—if you don't tell the truth you won't go to Heaven"? It is the difference between that which works and that which does not.

"A Scout's duty is to be useful and to help others." He must do his best to do at least one good turn to some one every day. This is the greatest of all the laws. The boys soon learn that it is not the doer who benefits so much as the doer. This rule has an interesting connection with the active promotion of the movement in America, but that's another tale, as Mr. Kipling would say.

"A Scout is a friend to all and a brother to every other Scout." This is the American rule—the rule against snobbery. A snob is defined to be, "One who looks down on another because of his poverty, or despises him because of his riches." It works both ways. In my troop are Jews, Catholics, Irish, Germans and just plain Micks. One is as good as another, and they know it.

"A Scout is thrifty." To become a first-class Scout he must have at least two dollars in the savings-bank, earned by himself.

#### The Import of It All

**T**O you older heads, the Scout Law gives the meaning and the purpose and the probable results of the Scout movement in a nutshell. This, however, is not what catches the boys. It was not here that Mr. Seton's genius shone brightest.

The picturesque uniform, now a common sight all over America; the wood-lore and camp-craft; the new games and scout stories; knowledge of the trees and birds and stars; the camps and hikes—these are what fascinate and hold the boys.

Their dream-world, filled with Daniel Boones and Robin Hoods, is made a real world by Seton. Their surplus energy is harnessed to a mill that will later turn out hundred-point men who can carry the Message to Garcia ♣ I won my boys with the Fra's tale of Rowan. I read it to them the first night I met them. We made a game of it, and now never a chance goes by but what we must play the Message to Garcia.

Danny DeWitt said he thought the man who wrote the story that way was entitled to as much credit as the man who did it, otherwise we would n't have known about it.

Already in Chicago there are five thousand Scouts, in New York probably twice as many, and in other towns the boys are getting together as fast as men can be found to organize them.

This is not just a sudden fad or craze that

will blaze up today and die away. It is a thing that works—a thing that will last.

The other night I walked home with one of my boys who was trying to learn the history of the American Flag, a Tenderfoot-Scout test. He said: "I guess I'd a' learned about the flag from hist'ry if I'd a' studied. I ought 'o be in second grade High School, but I ain't." *••* I thought he'd probably been kept out by sickness, but he continued, "You know, the Scouts is all that got me from smokin' cigarettes and chewin' tobacco, and shootin' craps and playin' hooky."

"Well, you know, now, there's nothing in that sort of business," I said.

"No, not when you can be a Scout," he replied *••*

*••*  
**S**OME of the men who want to share in American prosperity without complying with the rules, and working for it, tell disgustingly untruthful stories "on" their country. One man of this class approvingly quotes a New Zealander, who says: "Your people do not even own their own lands; everything belongs to a few."

This charge against a country where property is more evenly distributed than in any other! The New Zealander also says: "I see your men and women working day and night." *••* I have lived a long time, but personally know no one who works more than he should, although I know thousands who do not work enough. Thousands of the charges against this country are equally untrue and silly *••* Are you not becoming tired of it? In this country we are teaching that falsehood is patriotism, instead of that bearing false witness is the mean thing it really is.—*Ed Howe.*

## Men of America

By Max Ehrmann

**M**EN of America, made mad with haste,  
Give pause. In Hell there is no use  
of gold,  
And Heaven is not the bourne of gilded  
thieves.

Your souls lie sleeping in a bed of mire,  
And justice cries into your soundless ears.  
When justice cries, indifference is crime.  
Awake, be men, great God, be men once  
more,  
Aflame with greater love of fairer play!

Have you a growing daughter in your house?  
Ah, she will give her husband happiness,  
And think and move and live as he commands;  
Her body and her soul shall both be his  
Who buys her with the food she eats, the roof  
That shelters her. And children will she bear,  
Young citizens to keep the State alive.  
But silent evermore her tongue must be,  
No voice to make the laws she must obey,  
As if a thing half-human, half-depraved—  
This tender, loving mother of our race.

See, here are women toiling everywhere.  
In noisy, sky-domed houses made for trade,  
In mills enveloped by the roar of wheels,  
In pits of Hell for pittance give their lives;  
No home, and none to hope in feeble years;  
The music in their breasts of youth hushed up,  
And dead the dream of love and children's  
lips.

Before the law, mere harmless animals,  
We hold subdued by playful courtesies,  
And fondle catlike in our idle hours.

Come, let us break the chains, push wide the  
doors

Of life and power, of work and love to her,  
As to ourselves, men of America!  
Rip off the rotten dogmas of the past  
That keep her voiceless in our country's laws.  
If liberty be hers she will not cringe,  
But stand erect and equal by our side.  
If power be hers she will not sell herself,  
And he who knows her love must love, not  
buy.

In olden days our forebears chained her  
limbs,  
And she was numbered with the servile  
brutes,  
Or kept for man's delight in idle hours.  
As if we feared, her soul we still keep chained.  
Not God Himself can stay the hand of Time!  
Uplifted now to strike her fetters off.  
Men of America, be this your task,  
To touch to public sound her voiceless lips,  
And right the savage wrongs of centuries  
That class her with the idiot and the brute!

*••*  
Woman's inaptitude for reasoning has not  
prevented her from arriving at truth; nor has  
man's ability to reason prevented him from  
floundering in absurdity. Logic is one thing  
and commonsense another.



# THE FRA



EXPONENT OF  
THE AMERICAN  
PHILOSOPHY



Vol. VIII

FEBRUARY, 1912

No. 5



WU TING FANG

PUBLISHED MONTHLY BY ELBERT HUBBARD  
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Elbert Hubbard, Editor and Publisher, East Aurora, New York

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## THE ODEN ROAD AFOOT WITH THE FRA

### The Republic of China



It looks now as if Wu Ting Fang, our old college chum, will be the first sure-enough President of the Republic of China.

Doctor Wu is the canniest Chink that ever came over the cosmic pike.

He has certain qualities that make him akin to Benjamin Disraeli. He is clever, witty, rapid, satirical, patient, ambitious, and possesses purpose,

plus. He is a man who mystifies everybody and is deceived by none.

Wu Ting Fang is a walking certificate as to the effectiveness of American journalism.

Twice has he been Minister from China to the United States, also to Spain and to Peru. When he first arrived in America, he wore English-made clothes, a chimney-top hat and a top coat. He carried a cane, and his manner was that of the educated cosmopolitan.

And why not? The father of Doctor Wu was a convert to Methodism. He became a

member of one of the Mission colonies, and was spoken of as a "rice Christian." In this colony, Wu Ting Fang was born, and little Wu spoke English before he did Chinese.

When a youth, Wu was sent to England, and for a time was at Oxford.

Doctor Wu is now sixty years of age. When he first came to America he was forty-five. Very soon after landing here he discarded Christian clothes, and wore his shirt outside of his trousers. We are also told that he evolved a pigtail in a single night.

About this time Li Hung Chang appeared on the American horizon. Li was a genuine Celestial—Wu an imitation. Li could not speak the English language, and did not want to. He had, however, a very able interpreter. Li, it was, who set the example of propounding those delightful, executive-session questions. For instance, Li Hung Chang asked George H. Daniels what his salary was, and then followed this up with, "How much do you steal and yet not get caught?"

He asked ladies as to how many children they had, why they did n't have more, whether they were on good terms with their husbands,

and did they love their lovers more than their husbands. If so, why?

Then it was that our old friend Wu Ting Fang got the cue, literally and poetically, and evolved into the guileless Heathen, who looks at everything with wide-open, curious eyes, to compare inwardly the things he sees with the things at home across the sea. All of the questions asked by Li Hung Chang were repeated by Wu Ting Fang.

When Doctor Wu asked Doctor Chauncey M. Depew how many wives he had, the reporters got busy and the wires flashed the embarrassing interrogations. Wu Ting Fang was great copy!

Of course, no white man, or any other man wearing English clothes, could have had the brass-plated effrontery to ask these questions; but a man in Oriental costume, protected by a seemingly imperfect knowledge of the language, could interrogate in a way that would put us all to the bad. Doctor Wu delighted in getting some one to talk to him in pigtail, thus, "No checkee, no washee," and then answer them in faultless English.

#### The Guileless Oriental

IT is a well-known fact that a foreigner with an innocent outside is received by many ladies in good society, with a fearlessness that the ladies never manifest in dealing with an equal of the genus gent.

The East Indian pundits have innocence to incinerate, and are usually regarded as incapable of guile. The Vivakenanda Rootabaga is looked upon as very wise, and ninety-nine per cent pure. Their curiosity is all flavored with a sweet desire to know.

And this was the pose of Wu Ting Fang, the man educated in London, and versed from babyhood in Western ways.

Wu Ting Fang, in his youth, professed the Christian faith, but he sloughed it with his Christian clothes. Now he is a Confucian, and it was delightful to see the naive way in which he discovered spots on our religious sun, and found that Emerson only echoed the high ethics of Confucius.

I saw a preacher take two hours to explain to the innocent Wu the Westminster Creed. And the wily Wu listened as if it were all news.

¶ Americans are a pioneer people. There is much here, no doubt, that is very rude and crude and absurd. Wu Ting Fang pricked our bubbles without our discovering what had

been done until after he was gone. ¶ The man must have gone home every night, locked himself in his room, and laughed aloud at the way he had taken in American society. Yet we might have known that he was not so unsophisticated as he seemed, for he was constantly springing our American slang, and voicing our idioms.

I was once seated near him at a banquet. On the other side of the table was a lady whose dress was very much décolleté. There was nothing about this to shock Wu Ting Fang, who had attended banquets in England, France and America for twenty-five years or more, but he gazed at this lady without a sign of emotion on his face and finally addressed her, asking, "How does it happen that you are overexposed and underdeveloped?"

He had the whole table in a roar by interrogating the Toastmaster as to how many wives he had. He questioned the guests as to their methods of life and their hopes and ambitions, making little side remarks all the time, which, of course, were for the press, and which the reporters were not slow in picking up. He shook hands with the waiters, seemingly thinking they were guests.

The dishes brought on the table came in for criticism, and he compared them with the dishes he was used to at home. Most of the things he refused to eat, simply pecking at them and making remarks about them, for our great amusement.

All of this was straight play-acting.

#### Mongolian Chin-Music

HERE was always a great temptation, on meeting Doctor Wu, to open up negotiations by firing at him questions, this in self-defense, for his was the choice of weapons.

A fair, innocent, little dimity thing in pink and white once said, "Doctor Wu, what is the difference between marriage in China and marriage in America?"

And Wu replied, "In China, you see, my dear little girl, the bride never sees her husband before they are married, while in America she never sees him afterward." A lady once asked Wu where he would live if he had his choice.

He replied, "Madam, I would live in Ireland."

¶ Very naturally she asked, "Why?"

"Because Ireland is the only country in the

world where the Irish have no influence." ¶ "Mr. Wu," said a Chicago man, "I hear there's a movement in China to cut off those pigtailed fellows wear. Why do you wear the fool thing, anyway?"

"Why," responded Wu, eying his man as he spoke, "why do you wear your fool mustache?"

"Oh," replied the other, "I've got an impossible mouth."

"Er—so I should suppose, from some of your remarks," said Wu.

He was dining one night beside a bishop, a clergyman of high standing, who wore an emerald-ring which he prized highly for its history as well as for its beauty.

"Will you let me see your ring?" Wu asked.

¶ The bishop gladly passed the trinket to him.

Wu examined it critically, and then returned it, saying:

"It is the best imitation emerald I ever saw."

¶ The bishop was slightly startled. He asserted it was genuine, and had been used in England by churchmen for two hundred years, and had always been considered a flawless gem.

"Nevertheless," Wu replied, "it is an imitation emerald."

Some time later the bishop met a gem-expert in New York and showing him the ring, asked his opinion of the gem.

The expert looked it over and told him it was an imitation.

Some time after that the bishop again met Mr. Wu, and he told him what he had done.

¶ "I have reproached myself for having told you," Wu remarked.

"I'm glad you did tell me," replied the bishop. "Else, I might have transmitted a lie to posterity."

"You would have been in good company in doing that," said Wu, and the incident was at an end.

A Washington correspondent, when trying to interview him, was met with the question: "How much do you earn a year?"

"Oh," he replied evasively, "I earn about twice as much as I am paid."

"Indeed," replied Wu. "Do you find it difficult to save anything on your twenty thousand a year?"

Wu always likes to have the last word, and he usually gets it—he says the last word first.

### A Cosmopolitan Radical

HE man, nevertheless, is a strong and able individual. He is filled with the idea of Republicanism. At heart he is a democrat. He has an exquisite sense of humor. He knows more about Christianity than most Christians, and he sees the sham in our institutions. At the same time, he is able to appreciate the best, and out of the mass of our enterprises, which we claim as democratic, he perceives that the trend is right, proper and altogether beautiful. The good that is in America he is trying to transfer to China.

There is no doubt that we have a deal to learn from these people across the sea. If missionaries had been sent to China in order to learn from them, instead of trying to inoculate them with our ideas, America would have been better off and probably China would not have lost anything.

In China, the conventional, high-class mandarins regard Doctor Wu Ting Fang with suspicion. His degrees and titles are to them ridiculous. This, however, is to be expected. The man is a radical. Also, he is a cosmopolitan, and it is worth while to note that while he is in America he wears the Chinese costume, yet in China a good Stein-Bloch smart suit suffices.

Wu Ting Fang does not stand for war; his attitude is eminently that of diplomacy and peace, but he has not been slow to avail himself of the results of war and violence, and so today he looms large out of the misty conflict in China as the biggest figure in the Empire. He is big enough to advise the Prince Regent to resign; and he is big enough to name his successor. And this means that the people will name him!

Wu Ting Fang built the first railroad in China. He is an economist by nature. Industrialism has been his hobby, and it is interesting to know that in a recent visit to China of Charles M. Schwab, orders were given for American steel to be used in railroading, steamship-building and skyscrapers for China, all to the extent of something like twenty-five million dollars, this largely through the indirect influence of Wu Ting Fang, who never deals with his party direct, but always at second hand. It is a wonderful psychology, this thing of never showing your hand, but doing things by indirection.



When George Arliss gets through with the portrayal of Benjamin Disraeli, Earl of Beaconsfield, a good character for him to portray would be Wu Ting Fang. If nobody else volunteers to write the play, I will do it myself, submitting proofs to Wu Ting Fang, who possesses a fine literary appreciation, especially where his own ego is involved, although the idea is abroad that he only speaks English with a chopstick.  
Buy your tickets for the concert!

The pathway to success is in serving humanity. By no other means is it possible, and this truth is so plain and patent that even very simple folks recognize it.

## Gaynor and the Girls



At the recent Convention of the Federation of Women's Clubs in New York City, Mayor Gaynor made a Speech of Welcome, regretting the necessity

He began by saying he did not know what to say.

In cases of this kind it may not be amiss to suggest to His Honor that when one does not know what to say, a good policy is not to say it.

¶ However, in spite of the fact that Mayor Gaynor acknowledged he did n't know what to say, he went on to say: "I do not know what you women are endeavoring to accomplish in your Women's Clubs. For myself, I believe the proper sphere for woman is the home and the care of her children"—a superannuated bromide, since a good many of those present had neither, through no fault of their own.

Then he took pretty nearly an hour to unmuzzle his innocence concerning what women have done and are now doing. It was painfully evident that the Mayor had been imbibing too freely of the Kipple recently put forth by Mr. Buck in his Hum Journal.

Mayor Gaynor achieved his position before the public as a Reformer and a Liberal. But it is curious how some of the most dogmatic men the world has ever known have been professed liberals.

When good men and liberal attain position

they often become tyrants. Read history! Marcus Aurelius, the best Liberal that Rome ever had, was the one man who persecuted the Christians most.

Mayor Gaynor rebuked the girls for leaving their dishes and their babies, and coming to New York to hold a Convention. He told them he did not know what they wanted to do, and accused them of a like ignorance.

Fortunately, the ladies showed rare good sense by not attempting any reply to His Honor's piffle, for, in fact, you can not argue with a cheese, any more than you can make a statue out of punk.

They should have presented him a copy of the *Essay on Silence*.

Among the questions discussed by the Federation were the following:

- Equal Suffrage
- School Gardens
- The Legal Rights of Mothers
- Protection of Children
- Matrons in Prisons
- Juvenile Courts
- Manual Training for Women
- The Good-Roads Movement
- Fire-Escapes in Factories

And one woman read a paper on "The Iniquity of High Heels," which she declared were worse than high-balls.

Still another spoke of the error of straight-front corsets, as an aid to health and beauty.

¶ It must be confessed, however, that the Mayor was right in this: that Women's Clubs have not accomplished what women intended or expected they would. This is an accusation, however, that could be equally applied to every enterprise of the male of the species.

¶ And, in any event, what have our masculine friends in Washington accomplished of a tangible sort, say, in the last three years, and how has their time been mostly occupied?

¶ The efforts of women in the line of education and reformation are certainly quite as potent and effective as those of men, and nobody doubts it but His Honor, the Mayor.

¶ Women are here to stay. Women are the mothers of men. They are the mothers of the race, and no valid argument has ever yet been presented why women should not have their political preferences recorded exactly the same as men

In times of misgovernment and in times of war, women are the sufferers. Should a

woman who has sons to offer on the altar of Moloch not have the right to say whether war should be declared?

Mayor Gaynor thinks not. Also, he believes it absurd that they should even gather together and think and talk about it.

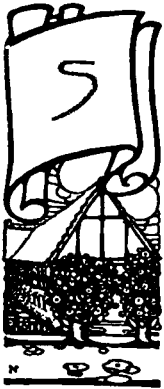
The Mayor's appearance on this occasion was the greatest argument for the need of women in public affairs ever put forth in Manhattan.

••

If your friend reveals his humanity and the world forsakes him, it is your opportunity—stand by him.

••

## Modern Business



SUCCESS lies in mutual service ••

This great truth concerning the solidarity of the race marks a mental epoch in the onward and the upward march •• It was hinted at pretty strongly in Seventeen Hundred Seventy-six, and carried into business as an experiment about Eighteen Hundred Seventy-six.

It is no longer an experiment.

¶ The Spirit of the Times—the “Zeitgeist,” to borrow a word from our German friends—is a constantly progressing entity.

The present Spirit of the Times is of a kind unequaled in history. We have thousands upon thousands of men and women who are thinking great and noble thoughts and doing great and splendid work.

Very many of our big businessmen regard themselves as public servants.

Our “Zeitgeist” is sensitive, restless, alert, impressionable, progressive, and is making for righteousness. The man who can imagine a better religion than now exists is allowed to throw his vision on the screen, and he who can formulate a better government than we now have is not hanged for his pains, but is allowed to express his dreams.

Public opinion rules. No law that is contrary to the “Zeitgeist” can be enforced. Judges construe, translate and interpret the laws to suit the Spirit of the Times.

Every man who speaks out loud and clear is tinting the “Zeitgeist.” •• Every man who expresses what he honestly thinks is true

is changing the Spirit of the Times. Thinkers help other people think, for they formulate what others are thinking. No person writes or thinks alone—thought is in the air, but its expression is necessary to create a tangible Spirit of the Times. The value of the thinker who writes, or a writer who thinks, or a businessman who acts, is that he supplies arguments for the people, and confirms all who are on his wire in their opinions, often before unuttered.

The Brotherhood of Man is an idea now fully appreciated in business.

Commerce today stands for Mutuality—Reciprocity ••

The American Department-Store has taken up lost motion, and given the people better goods at a lower price. It has been the inevitable, because it does the greatest good to the greatest number. It has worked for economy and length of days. It means Mutuality, Reciprocity—Brotherhood.

Every purchaser must be pleased. A child who buys a spool of thread is given the same courteous attention as is the shrewdest buyer. The customer is made to feel that he is at home, that he is with strong and influential friends, that his interests are safeguarded •• This matter of faith between buyer and seller is a new thing in the world.

But to give the people the things they want is not enough. You must show them what they want. The great modern store is a leader in taste. It is an educator. It stands for economy, color, proportion, harmony and increased happiness. It inspires the imagination by bringing from the far corners of the earth the products of the loom, workshop, farm, mine and studio. It displays these goods so that the public may come and examine them—compare, weigh, analyze, sift, decide and make them their own if they wish.

Employees who plot and plan for private gain are swabbing the greased chute that leads to limbo. Owners who run a business but to make money, neither make money nor do they last. Merchants can not make money on one transaction. Every sale must pave the way for further sales. We make our money out of our friends, for our enemies will not deal with us.

A transaction where both sides are not benefited is immoral. ¶ The modern businessman has taught us the following five things:

1. The value of honesty as a business asset.
2. The excellence of commerce as a civilizing influence
3. That the interests of proprietor, public and employee are mutual.
4. That art, ethics, economics and education can and should move forward hand in hand.
5. That business righteousness is simply a form of commonsense, a move toward self-preservation

Men are under the domain of natural law as much as bees. Men succeed only by working with other men and for other men.

## The Artist



HE artist garners the world in a dream, and lo! the dream is more real than reality. He touches the dead and they tremble back into life and are more vital than the merely galvanized beings that stare at you in the street. His brain is fecund of worlds, of real men and women, systems and great cosmic dramas. The characters of Victor Hugo are more real to us than any men who ever lived and worked and toiled and died. Feeling and seeing and understanding are the immortal realities. The mind incorporates the world, and what the artist gives forth is chaos transfigured, turmoil stilled in its frenzies, the old foolish gestures of unrest transfixed on an idea.

The difference between art and life is the difference between reality and a mirror—art being the reality, life the mirror. Art is the reality, because it is the exact record of what we feel and know, of what we aspire to be, of the ideal—hence real—self-enactment. Life is only a disturbed, faint reflection of our desires, and so the poet, the painter, the dreamer, as men, are ghosts, mere flesh-films; but their poems and their pictures and their abstractions are the highest reality. Our ideals and our instincts are our standards; and in a book, a poem, a picture, a statue, these ideals and instincts live to their fulness. Life wakes only our caricatures; art wakes the spiritual protagonist complete, substantial, sempiternal.

## Life the Theme

ART takes life for its theme; life has no theme, beyond to live. It is detail, detail, detail, infinitely spread. Our acts are stop-gaps between moments of painful disillusion—mud-floundering at their best; leering, obscene blasphemies at their worst. The artistic spirit constructs ends; having attained them, it rests, a marbled, immortal contemplation. It dwells in an everlasting Now, and has the power to hallow smut and aureole the beast. My vision! Who can take that from me? My impassioned dream that burst my brain-dikes and overflowed on to canvas, that forced the marble block to yield its curved secrets, or that flashed on paper as a rhapsody—that is the real moment, over against which the seething caldron of mutilations we call the "great world" has only that validity for being that a fertilizer has. The particular, seen as a particular, has no meaning. No man can understand anything until he thinks abstractly. The difference between the breed of slugs that move from point to point, from concretion to concretion, feeling their way like a snout along a dunghill, and the godlike apprehension of the great creative artist, is not a difference in degree, but a difference in kind of brain-stuff. The mental difference between the Black Fellow and the anthropoid ape is not so great as the mental difference between a plantation dandy and Henry James. Life is mean and petty to most people, because they lack the artistic instinct. They see John and James, and they are commonplace. But read of John and James as Balzac saw them, or yon boor as Thomas Hardy saw him, and the scales have fallen from your eyes. The finite has no longer any existence as such; the individual has ceased to be an individual; the man becomes a type; an abstraction made flesh—or breathing flesh become an abstraction; an insulated force; a concourse of ideas; an entombed universe.

## The Tyranny of the Senses

IT is this exaltation of consciousness—this challenge to the commonplace, this war of the Idea on the tyranny of the senses that would cudgel the soul to an abject subservience—that constitutes the superiority of the art-instinct over the life-instinct. That which we touch too often is either destroyed by us or destroys us.

The habitual kills wonder, and familiarity slays awe. The Alps guide has no sense of the grandeur and mystery which surround him; the astronomer sweeps the constellations nightly with his telescope, and soon he dwindles to an automatic calculating-machine. And the crowds of the pavement have no eye for the sublime. Did not the sun and the moon rise yesterday? ♣ And Venus in her brilliancy is only "pretty." ¶ Walt Whitman one day crossed over to Brooklyn on a ferryboat. Years after he wrote a poem called "Crossing Brooklyn Ferry," and all who now read that poem want to cross the river and see the sky, the boat, the gulls, the deckhands as Old Walt saw them. The great artist is a seer; he stands outside of the world. The human race fills in a perspective. The creative dreamer is sundered from environment—he is his own milieu—he is brain-light, detached cell-ecstasy. He beholds the endless procession into being from out of the womb of nonentity, and etherealizes God and the diatom ♣ The writhing, pain-phantoms called men are the Epic of Evil, and epic of the artist's creation. He alone is likest God.

#### Dream-Stuff

**W**HETHER we writhe in the strait-jacket of pain or are solved in the radiant monotony of a transcendent perfection; whether we have flouted all the seductive but vengeful sanctities in our effort to preserve the greater sanctity—of self—whether we have challenged all the wooden deities of Time and reviled the Arch-Bungler each day—these things which we have done or have not done are significant, but seldom of practical importance. The creative intellect looks down upon himself and draws the essential facts out of his experiences and fashions them into images of the elect.

#### The Idealists

**P**HILOSOPHERS are artists in ideas. They are the white heralds of the Great Release, eagles of the Infinite; they solve the iron thong of earthly limitations in a molten-white idea, and walk not on terra firma. The creative philosopher seems in his highest flights to dam the eternal flux and in his widest generalizations to erase accident. In Time under protest, he stands equipped for Eternity, and his calamities are his foods ♣ The abstract mind flows

into the matrices of the concrete and changes the shape of the molds. It hoods itself under all forms, but it is none of these. It is that which perceives, but is never perceivable. It sucks from a world of illusive appearances the marrow of reality, and spits whole epochs of social movement upon the gleaming point of a generalization ♣ The philosophic mind of the first order packs all of history, with its crescendos and decrescendos of joy and woe, its evanishings and recrudescences, under a single scalp, and finds in the perversities, aspirations, meannesses and cruelties of a single soul the history of mankind in action.

#### Soul Images

HERE lies in each soul a history of the universe; indeed, the soul of each is nothing but embryo and cadaver—the new springing from the old, life springing from death. Each impulse to action is a ghost seeking flesh again—some old, dead, ancestral self, scenting from its arterial prison-house its ancient loves. Within the recesses of your clay, mewed in brain-cell or aorta, there live Charlemagne, Christ, Peter the Hermit, Nero, Judas, Saint Francis of Assisi, and Shelley. Your temptations, your betrayals, your cruelties, your asceticisms, your penances, your will to power, your "cry for light," your lusts—that is history, and it needs not Gibbon in six ponderous tomes to tell us why Rome decayed. The poison that killed Rome is in me, and the fate of America I can forecast in a study of my own strengths and weaknesses. The Law works everywhere. It is the one single reality. It is the immovable screen against which Time projects her endless shapes.

The commonest objects have this in common with the sublimest spectacles which Nature or man offers: they are at bottom but phantoms of the brain, modes of cellular life. Children and geniuses bear on their faces a look of exalted wonder. Their eyes are wide open ♣ That mingled expression of perplexity, awe, amazement on the face of a child when fingering a button on your coat differs only in degree from the feeling in the poet's soul when for the first time he sees Mont Blanc. The same feeling of wonder overcomes the philosopher when, step by step, he has tracked the variegated universe back to an impalpable, eternally persisting force.



A touch of the soul melts solids to fluids, and a flash of insight in the brain of man discovers to him the great cosmic cataracts—and we humans the perpetually evanescent debris on their surfaces.

We are traveling toward the zenith of Self, and all great art is a report of the progress made. Action is only valuable because it engenders reaction; because it shocks the brain to thought and molds the soul to pictured moods which seek expression. The shocks, the moods, the visions are real; the eternal objects that caused them are brain data. The world is my dream, but I, the dreamer, am everlasting, else I could not say, "It is a dream."

To act as we should is the moral part: to know how to act is the intellectual part.

## The Supreme Court



EVER in history has it been the privilege of a President of the United States to nominate a majority of the Supreme Bench of the Supreme Court of the United States.

Nine men constitute the Court. Four of those now sitting have been appointed by President Taft—Lurton, Hughes, Lamar and Van de Vanter. And now President Taft will have to select a fifth to succeed Justice Harlan.

If some of the newspaper criticisms are correct in their assumptions, President Taft is not the greatest man that the world has ever seen. However, he has been wise in his selection of men for judges. ¶ The business of the good judge is to interpret public opinion and keep the law abreast of the Zeitgeist.

These nine men, who make up the Supreme Court, are the official guards of our rights and liberties. ¶ The country has every reason to feel safe with such a Supreme Court as we now have. Our Supreme Court is not to be stampeded by the demagogue. It can neither be bribed, bought nor intimidated.

The kings in America are the people. We are the royalty, and we can all take off our crowns at night and hang them on a corner of the bedpost, with safe assurance that all is well.

## Chinese Immigration



IN his annual report just submitted to Secretary Nagel, Commissioner of Immigration Keefe has some interesting things to say about our Chinese population.

He says that last year more than eight thousand Chinese landed in Canada. A large per cent of these entered the United States. With four thousand miles of border to guard, it is a very easy matter for the Chinese to get across the line, and once they are here, it is up to the Government to prove that they entered illegally. Every Chinaman is supposed to have registration-papers, but he is not obliged to produce them in order to save himself from deportation. Mr. Keefe now strongly advises that the only way to handle the Chinese situation is to register every Celestial, regardless of the way and manner in which he entered the country. Then allow him to stay here. Registration-papers would be delivered to every Chinese, and he would be obliged to show these at proper times to proper officials, and in case of the failure of any Chink to produce his papers, he would simply be deported without further question.

Ed Howe says he remembers a time when he received a shock by being told that in China laborers got only forty cents a day. He received another when he read in a Kansas paper that laborers in China received only twenty cents a day; later, when another Kansas editor cut down the pay to six cents a day, Colonel Howe had a cataleptic seizure.

Conversely, says Colonel Howe, whenever an editor wants to lie, he makes a statement about the salary of Arthur Brisbane. Brisbane has had big additions to his salary made by editors without any change in the Hearst counting-rooms, for the past ten years. The fact is that Chinese in America, while not allowed to join the unions, yet get union scale, everywhere. And our Celestial friends know what union scale is, and they simply stand out and demand it, and for the most part, they earn it—for as servants and laborers, as well as in positions of trust, they set our Christian friends a pace in well-doing.



## The Harvester Company



THE State of Missouri has issued an ouster against the International Harvester Company, forbidding it to do business in the Grandoldstate. The Company now, however, appeals from the decision, and declines to pay the fine of fifty thousand dollars for violating the State anti-trust law.

The appeal quotes the Court's opinion by Chief Justice Valiant, wherein he says:

"On the whole, the evidence shows that the International Harvester Company has not used its power to oppress or injure the farmers who are its customers. The only people possibly injured are competitors who manufacture and have for sale similar machines and implements."

In the decision upon which the ouster was issued, Judge Franklin Ferriss said:

"In this case the Court is required to pronounce a judgment of condemnation on a combination which is proved by the facts in this record to have been beneficial to the community. The price of mowers and reapers has not been raised in proportion to the increased cost of materials and labor, and otherwise, incidental benefits have accrued to the farmers through the sale of International products."

Judge Ferriss does not find that independent manufacturers have suffered by reason of the combination.

The Company now says that it will oppose the verdict, not so much because of the amount of the fifty thousand dollars' fine, as that the impression will go abroad that the Company has been unfair and oppressive in its dealings, and it wants the world to know that such has not been the case. The brief goes on to quote ex-President Roosevelt, who says:

"We demand that big business must be given a square deal. In return, we must insist that when any one engaged in big business honestly endeavors to do right, he shall himself be given a square deal. We need to formulate immediately and definitely a policy which, in dealing with

big corporations that behave themselves, and which contain no menace save what is necessarily potential in any corporation which is of great size and very well managed, shall aim, not at their destruction but at their regulation and supervision."

The belief is growing quite general that the war in Missouri on Big Business was initiated by politicians for personal and party benefits, and that the people themselves have not been exploited or oppressed by "capitalism." In fact, what Missouri needs is more capital, not less.

In the meantime, the International Harvester Company is doing business in Missouri just as usual.

We are brothers to all who have trod the earth; brothers and heirs to dust and shade; mayhap to immortality.

## Corn Clubs



THE idea of the "Corn Club" had its rise in the State of Iowa. It grew out of the seed-corn crusade of Professor Perry G. Holden, of Ames, Iowa, who gave to the world a tremendous legacy, when he called attention to the fact that like begets like in the world of corn as well as in other departments of Nature.

¶ Holden's business is to breed corn of the highest possible efficiency. He has made two ears of corn grow where there was only one before.

¶ In Nineteen Hundred Four Professor Holden instituted and conducted the first railway-train for carrying instruction to farmers. He made the State and the railroads partners of the farmer.

Through the selection of seed-corn he has increased the productive wealth of the State of Iowa fully thirty per cent every year during the past five years—and would have doubled it had all the farmers followed his advice. Professor Holden planted selected seed-corn side by side with regular run-of-ear, such as the farmers had formerly used, and showed results. But alas, even then, there were many farmers who took no stock in the wonderful results achieved. They would not believe even

when they saw it, many of them simply stroking their whiskers, declaring with a chuckle, "There ain't no such animile."

Then it was that Professor Holden and some of his colleagues took up the idea of interesting boys in the possibilities of scientific agriculture.

To this end they offered prizes for the best acre of corn raised by a boy not over twelve years old. It was a plan of teaching by indirection. The boy became a scientist without knowing it.

A short, simple circular was printed giving the particulars of the contest, with instructions. Any boy who wanted to enter was allowed to do so with the approval of his parents.

Inspectors then visited the various fields from time to time during the season, making reports of the growing crop.

In the Fall, at harvest-time, came the true test. This was simply a matter of bushels of corn, and in the scales there was no such thing as favoritism.

Hundreds and thousands of boys became interested at once in selecting seed, and several hundred carried the test through to a conclusion.

Some of these boys, on a single acre, raised a hundred bushels, where, formerly, their fathers had raised thirty, forty, forty-five or fifty bushels.

This last Fall, a boy in North Carolina raised one hundred twenty bushels of corn on a single acre.

This idea of the boys' corn-club has spread all over the United States, and is being applied to other crops as well as corn.

It will be remembered that Friedrich Froebel had a certain theory in reference to education. In the main, the Froebel idea is merely the utilization of the tendency to play. By the Froebel method all work becomes pleasurable.

¶ It is a scheme similar to that of utilizing sunshine and making a solar steam-engine, or using the tides of the sea to turn a dynamo and store up electricity to turn the wheels of trade.

We used to think that to laugh was sinful. Froebel told us differently.

But, alas, Friedrich Froebel could not interest the teaching world in his plan. He was laughed to scorn, and finally, not being able to find a position as a teacher where he could put

his theories into execution, he taught "ragged schools," and gave instruction to the babies, or those too young to attend the regular schools.

These children, that came to his school, were often brought by older sisters, the "Little Other Mothers"; and to the Little Other Mothers—the girls of ten, twelve or fourteen years of age who took care of the babies—Froebel imparted his secrets of teaching, which were spurned by the pedagogues. Froebel's success in dealing with the Little Other Mothers encouraged him to found a Normal School, or a school for teachers. In this school all of the pupils were under fifteen, and mostly were the Little Other Mothers, who really did not know they were going to school at all.

### The Best Kind of Farmer

OCTOR BOWSHER, the celebrated psychologist, says that "all of the commonsense we ever possess we acquire before we are fourteen years of age; after that, the case is hopeless." We fight every innovation, every new idea, and clutch with a death-grasp the prejudices and the notions that we have acquired in youth. Death is the great deliverer, and Thomas Carlyle well said, "Death is the most joyfulest thing in life." Without death there could not possibly be any progress. There is only one cure for mental ankylosis, and that is the grave. Contumely, persecution, disgrace and death are the things required to set men free. And so in these Corn-Clubs, which mean practically a doubling of production per acre, the appeal has been made to the farm-boys, and so subtly and wisely and discreetly has the plan been carried out that the best farmers now are those who were inoculated with the bacillus of progress before they were fifteen. ¶ I prophesy there will come a time when agriculture will be taught in every public school in America; but the lessons must come before the child is fifteen, if he is to be much benefited.

The farmer is the hope of the race.

The big men of the world, almost without exception, were country boys, and no man can be called an educated person who is not in partnership with Nature.

It is a great thing to have your head in the clouds, but it is a finer thing to keep your feet firmly planted on the earth.

## Play Ball!



INDOOR baseball has been explained as that peculiar sort of baseball where, through accident, you throw a ball through a window and have the glee of paying for the glass.

Also, thereby you are a ball to the bad, for it is the rule of the diamond that when a baseball goes wrong, the individual who picks it up or catches it keeps it as a souvenir. All balls that are knocked into the grandstand stay there forevermore. No one ever sees them afterward.

Dealers in sporting-goods report a large and growing sale on the indoor baseball. The indoor baseball is a soft ball, and twice the size of the regulation sphere. This increased sale means that more people are playing ball today than ever before. If I had a hundred sons I'd encourage them all to play baseball, and if I had a hundred daughters I would do the same. This proposition that a woman can not throw has no foundation in anatomy. A woman's clavicle is built like a man's, only she does not exercise her shoulders as much as she should, and there comes a time in her career when, through ligatures, overtures and lack of exercise, she can not get both of her arms above her head, or back to get the swing.

My advice to every head of the family is: Buy an indoor baseball and then play baseball with the whole bunch—this as a recipe for perpetual youth.

The soft ball you can knock only about a hundred feet, no matter how hard the wallop. In playing ball you get acquainted with folks; and you get all sorts of bodily movements. And the way to play indoor baseball is to play it out of doors, no matter what the weather. I had rather knock a ball from the outside into a man's window than to play inside and knock it out.

It looks at this writing as if Colonel Cornelius McGillicuddy, otherwise known to the world as Connie Mack, is putting Teddy to the bad as a popular idol. Connie is a corking good ball-player, and he is also a great manager; and I am told that the man who succeeds in

a big way succeeds through the management of men. Connie is a general, and in his makeup there is neither "con" nor "bunc." He has picked good men to do his work, and then he knows how to manage these men so as to get the most out of them. All Connie asks is for his men to deliver the goods.

Connie was born in Massachusetts in Eighteen Hundred Sixty-two, and so, according to the calendar, is no longer a chicklet, but he carries with him the joyous heart of the ball-player and a good all-around sport, and this is what the American businessman is today. He is a man who is fond of the out-of-doors, fond of play, who can work, and who can forget it.

We get our rest in change, for the man who hangs on to one idea eternally is like that individual who took his girl to the theater, and suddenly seeing a piece of white thread on the floor, picked it up and began to surreptitiously wind it up into a ball. We know what happened, and what the fellow got was not worth while after all.

The summing up of this sermonette is this: Play ball!

Undying faith is possible only for those who are not afraid of being unpopular.

## The Tendency of the Times



THE big events of the world, and the great men who have lived, have clustered around a few unforgettable dates. We have our years of famine and years of plenty. In the life of every individual there are times when seemingly nothing of importance is happening and life is not really worth while. Existence is a dull, monotonous gray, when suddenly the sun comes out, the clouds flee away and all Nature is bright, active, animated, and packed with seething life.

Just so it is in the history of the race.

There are really only six great dates in history, and the individual who knows these dates and the things that happened about that time knows practically all of history.

History really begins with the year Four

Hundred Fifty before Christ. At that time lived Herodotus, the Father of History. In Four Hundred Fifty existed the glory that was Greece; and the grandeur that was Rome comes, say, in the year One, which was the Age of Augustus.

Less than a hundred years after the year One, the world had pretty nearly gone to sleep, not to arouse again from its slumbers until the year Fourteen Hundred Ninety-two.

¶ Lecky says that really only three things happened worth mentioning in the Dark Ages, that night of a thousand years when the world did not produce a single inventor, not a navigator, not a poet, not an artist, not an orator.


¶ The three things of worth, according to Lecky, were the Justinian Code; the exodus of the Saxons and the Angles from their home on the Southern shores of the Baltic to Brittany; and when Benedict revolted from the sloth and the self-satisfied ways of the Church and set the monks to work in the scriptoriums.

¶ From Fourteen Hundred Ninety-two we jump to Seventeen Hundred Seventy-six, when the whole world was alive and a-throb with thought and feeling.

After Seventeen Hundred Seventy-six comes the year Eighteen Hundred Fifty-nine, when we hanged old John Brown and thereby lighted a fuse that exploded a bomb.

In Eighteen Hundred Fifty-nine was issued Darwin's "Origin of Species," another bomb, the explosion of which caused a smoke that is just now, in the year Nineteen Hundred Twelve, clearing from the mental atmosphere.

#### The Present Age

 **E** are today living in an age similar to that of Augustus, but greater; for the world of Augustus Cæsar meant only a territory about the size of the State of Texas, and involved a population of, say, ten million people. The things that are going on now involve the eight Great Powers and touch a population of five hundred million or more. ¶ Anything of importance, and many that are not, that now transpires is telegraphed around the world. We send a message around the globe in eight minutes. And we travel the distance in one-half the time that Jules Verne's hero took in making his record-breaking tour. We can call up the Czar of Russia at supper-time and get his reply before breakfast. We telephone across the continent, and talk to our friend at the

breakfast-table. There are no secrets, and this is a thing which all secret societies today admit for the first time in all history. ¶ Sunday is not only a day of rest, but a day of recreation. We find church unity manifesting itself by such things as the opening of all art-galleries free to the people on Sunday afternoons.

In Detroit, every Sunday afternoon, lectures are given on subjects of art, and the auditorium is packed, with standing-room at a premium.

Minneapolis, Denver, Omaha, San Francisco and various other cities have municipal concerts on Sunday, with moving pictures for the instruction of the people, all paid out of the general fund—that is to say, paid for by the people themselves.

#### Advertising Clubs

**NE** of the most significant things of the time in which we live is the formation of Advertising Clubs, which began less, say, than ten years ago, with groups of advertisers who got together in various cities and discussed the matter of rates and copy.

Now the Ad Clubs take in, not only the men who advertise, but also every one else who is interested in advertising. And this includes all of us.

The Rochester Ad Club, for instance, includes six hundred members, which takes in the very pick and flower of the entire business community. And the business community includes the professions, because if you make your living out of a profession, this is your business. And so we are all businessmen, provided we render society a service and collect from society enough to cover our expenses, and a trifle more.

#### Value of Ad Clubs


**HE** chief value of these Advertising Clubs seems to lie in the fact that they offer an all-seeing eye that gazes steadily upon every part of the municipal and commercial machine.

Graft is only possible where there is a failure to audit; and where there is an open cash-drawer and chances for speculation, predatory propositions evolve as a natural consequence, the conditions being ripe.

People who are robbed, usually deserve to be. ¶ When, twenty-five years ago, James Bryce said that the municipal governments in

America were the very worst possible forms of Government, managed in the worst way, he expressed a great truth, but it can not any longer be said so, simply because we are not now content to elect a Mayor and a Board of Aldermen and turn them loose among our valuables. ••

#### San Francisco's Practise

 AN FRANCISCO'S plan of looking upon all city employees, from mayor to street-cleaners, as the servants of the people, is eminently wise, beautiful and right, and the only way that efficiency can be attained or preserved. ••


The Ad Clubs supply a system of checks and balances which keeps power from reeling unrestrained along our highways, to the danger of every passerby.

Until recent times every municipality was being shot up at odd times and sundry by the men we elected to govern us. Beyond them there seemed to be no appeal.

But these Ad Clubs thrash out every question of public importance, and they serve as a system of education for the members; and any man who has any education gives it away. That is the only way we keep things—by passing them along.

Then there is a federation of the principal Ad Clubs of America into one association, duly officered, that holds an annual convention where men of a thousand competing interests meet on a friendly basis and frankly discuss every possible phase of commercial affairs. ••

#### A Big Get-Together Club

 HUS is the world being organized on the basis of a big Get-Together Club, a thing never before known. There is safety only in numbers; and where a large number of men meet on a common ground, nothing but truth goes. Finesse, duplicity, scheming and all that treads the border-land of decency and right are eliminated.

It is a little like the old New England Town-Meeting, where everybody had his say. •• Under such conditions no policy is safe but one of reciprocity, and it looks as if the world, having tried everything else, is now ready to put in a line of truth, and this change is coming about, not from the moralists, the reformers, the preachers, but from the businessmen, and this just as a matter of self-preservation. ••

Righteousness is only a form of commonsense, and the assumption follows that what is best here is best in the world to come, if there is one. ••

And this is the last word in every sermon of every denomination, and is being preached by men of any standing whatsoever in their respective communities.

#### A Noted Example

HERE has come a sudden cessation of the singing of such hymns as we used to hear in our youth, to wit:

"This world is but a desert drear; Heaven is my home."

"I am going Home, to die no more, to die no more."

"Sweet Rest in Heaven."


"There is a time we know not when, a place we know not where, that marks the destiny of men from glory or despair."

From centering the attention of mankind on a world to come, we are now focusing on this world right here and now. So the intent of society is to bring about heaven here.

Thus we find the City of Spokane, one of the most enterprising and beautiful cities in America, a city which in some ways has set the entire world a pace—say, for one thing, in point of architecture—electing a clergyman as Mayor, and this man is not saying, "This world is but a desert drear." In fact, that is not his opinion for a minute. He regards this world as the most beautiful world that can be imagined, and his intent and desire is to make it better and to leave the world a better place than he found it.

If this were not his intention and desire, the businessmen of Spokane would not have elected him to the office which he holds. •• And he seems to be making good.

#### The Ten Commandments

 ODAY we find clergymen criticizing the Ten Commandments and calling attention to the fact that seven of them are negative. And then comes one of the most popular clergymen in America, a man supposed to be orthodox, representing as he does a great orthodox denomination, and says that all commandments belong to the Age of Ignorance and Servility, and that when we do things or abstain from doing things simply because we are commanded and for fear a punishment will follow, we are on a very low intellectual plane.



This man in his pulpit quoted the Divine Sara, who, when asked to name the Eleventh Commandment, declined to do so, saying, "There are ten too many already." And so this quotation from Sara Bernhardt received the serious commendation of our friend the clergyman, followed by a gentle smile of approval from the congregation.

#### Franklin's Policy

THE dictum of Benjamin Franklin, "Honesty is the best policy," has been used as a doormat by the bromide moralists for a hundred years, the idea being that a man being honest simply because it was a good policy was a rogue at heart.

We now view the matter in an entirely different light. That is good which serves, and the divine is the efficient and the serviceable, and in fact the commonsense thing.

#### The New Viewpoint

SOME years ago I lectured in Joliet, Illinois, and a newspaper in the neighboring city of Peoria, in an endeavor to be facetious, said that there were only a very few people at my lecture because about all of the folks in that vicinity who believed in me were in the penitentiary, and therefore unable to attend.

That joke would hardly go now, for at one of my lectures in a city that need not here be mentioned, there were a dozen convicts, all in citizen's dress, neatly attired, who came without guards to my lecture, listened to it throughout, shook hands with me after the address, and went straight back to the penitentiary and to their cells.

All this with the approval of the warden. The Denver "Post" recently invited forty convicts to attend a certain play that had a great uplifting moral. The prison management gave full assent and the men attended in a body, without guards.

This really looks as if we are recognizing the great truth that the criminal is a man and a brother at the last; in fact, he is a man who failed to consult an attorney until after the event.

Our distrust of the ex-convict comes from the fact that he is unskilled—that he can not render us any service. But while a man can not render us any benefit, he always has it within his power to do us an injury. Therefore, we are afraid of the convict, and we pass him up and push him along indefinitely.

## An Honest Absconder



SEVENTEEN years ago, at Walla Walla, Washington, a Savings-Bank closed its doors. Its President was J. K. Edminston. He fled to Cairo, Egypt, where the extradition-laws could not lay hands upon him.

There, in the land where most of our jokes originated, Edminston set to work.

He developed a system of irrigation which has proved eminently profitable. And now he has hunted up, with the aid of detectives, every individual who lost money through the failure of his American Savings-Bank, and he is paying up every one, dollar for dollar, with interest added.

Since she built her Pyramids, Egypt has built nothing but pyramids of debt and monuments of dishonor. But the case of Edminston of America seems to prove that the climate is not to blame for the alleged dishonesty of the Egyptian, who was given a black eye by Moses thirty-five centuries ago.

The belief is growing that not only is honesty the best policy, but that dishonesty is at times a sort of accident, and is the exception.

Edminston was not dishonest in his banking. He was simply unfortunate. How about Walsh of Chicago! No one lost a dollar by him. Had Walsh hiked to Egypt he could have paid up everybody, saved millions, and escaped Leavenworth. As it is, he is dead and his estate scattered.

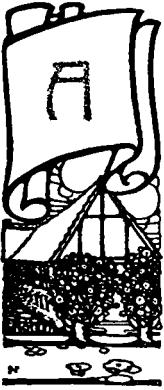
This is no argument for reckless banking—it is just a comment on the curious commodity called "justice," that thing of which we hear so much and see so little.

WITH a ship-canal through Cape Cod, and another one through the State of Florida, quick and safe transportation will get a big benefit.

The ship-canal through Florida will pass through the port of Jacksonville and utilize the Saint John's River for quite a distance. The scheme has been financed, the plans drawn, and it looks as if the thing were not to remain on paper. And thus is the map of this old world being transformed and made anew.

## Woman's World?

By Alice Hubbard



FEW weeks ago a newspaper reporter called on Andrew Carnegie, the occasion of the visit being that it was Mr. Carnegie's birthday. ♣ Quite naturally, the reporter wanted to get copy, so he asked the Laird of Skibo Castle to name twenty men who were world-makers, and Mr. Carnegie named twenty men—necessarily without giving much thought to his answer.

The reporter got what he wanted, made a story of it, and the newspapers printed and reprinted it.

It was a foolish request, perhaps, and not quite fair to Mr. Carnegie, to have so much importance attached to his answer. However, the best way to judge is from results, and the results have been that men and women throughout the country have read, discussed, criticized, studied and made lists of world-makers of their own. ¶ It has set newspaper-readers thinking, and possibly more world-makers will be evolved. The discussion of great men, their deeds and their difficulties, can not help awakening aspirations in the minds of alert people.

"Why are you so restless?" asked one of Themistocles. "Why are you fevered and sleepless?"

"It is the trophies of Miltiades that keeps me awake," said the son of Euterpe.

"How shall I become great?" asked a student of Charles Wesley Emerson.

"Eat great men," was the reply.

### Women Have No World

✱ IN this day, when woman and woman's opportunities, limitations, rights and wrongs are being discussed, it is inevitable that lists of women should be named to emulate the example set by Mr. Carnegie. Several of these lists have gone out to the world to be criticized, to be amended, to be commended and disapproved.

All this has done no harm. ♣ But this fact remains: there are no world-makers among women. ¶ Women have no world. It is a man's world that they are living in.

Women are not citizens. They have little

recognition in the world of business, art, letters, or in the world of thought. Their ideas are not taken seriously. Women like Rosa Bonheur and Madame Curie are denied honors justly theirs, simply because they are women.

Woman's sphere, of which we have heard so much, has nothing to do with this world, is not a part of this world. It has been made by men world-makers. ♣ It is a little square, bounded by four walls and a ceiling.

It is strange that there are no women recognized as inventors, appliers of natural forces, builders of cities, discoverers, experimenters. ¶ Women have been very lax in overlooking the fact that it is a wise thing to select historians to recount their deeds. It were wise to have a good advertising department in woman's work. But lack of historians and advertising does not account for the uncreated world and no women world-makers.

### Moses, the Lawgiver

THE man, who was asked to name twenty men world-makers, gave Moses in his first selection, but when he revised his list, withdrew him.

This was a mistake, because Moses is the person who is largely responsible for the man's world as it is today. That is to say, he crystallized a sentiment into laws which he bolstered with the pronouncement of "Thus saith the Lord."

Moses was emphatically a world-maker. He was a theologian, and the theology of a people is a power in its government.

It may be well to distinguish between religion and theology here, and say that religion has nothing whatever to do with theology.

Religion is an emotion—an inspiring emotion—stimulating the person who has it to the highest and noblest thoughts and deeds of which he is capable. Religion is a personal experience and can not belong to a sect, clan or country. It has not necessarily anything to do with churches.

Religion that ends in noble thoughts or feelings is not a satisfactory religion. ♣ We demand of our religion now that it shall not only inspire to noble ideals, but it shall go further and be used in whatever our business is. Religion must evolve deeds. It must be wrought out into tangible things—in farming, art, transportation, buying, selling, building—or we do not consider it religion.

Theology is a detailed account of belief regarding conduct of life, our relation to other people, to God, and belief concerning our condition in another life. Belief does not necessarily have anything to do with the material world in which we live.

The government of the Hebrews was a theocracy, and Moses formulated the code of laws which combined their common law and canon law.

Moses had a religion. We know he made a theology. It is questionable, however, if his religion had much influence upon his theology. ¶ He made laws which were to control the minute details of every-day life. These laws were for children who had been slaves, who lived in Africa more than three thousand years ago.

Were these Hebrew people to be among us now, we would not feel called upon to follow their manner of life, nor think their thoughts. Their religion surely would not appeal to us, nor would their food, their clothing, their cities, their sanitation, their books, their art, their farming, their business methods.

They were barbaric children. Moses made laws for them which were good for them at the time in which they lived, out there on the desert near the Red Sea. They were running away from their masters, stealing everything they could get as they ran.

Moses was plagued by a woman, or some women—we do not know how many. Certainly he thought ill of them, for he has put a ban upon motherhood, and given no place for woman in his world except that of a slave, an obedient servant, an inferior.

#### The Imagination of Moses

**T**HERE were few, if any, scientific facts known in the time of Moses. His answers to the questions of "whence" and "whither" were to satisfy the child-mind. He told of a Garden of Eden where there was nothing to do but stroll in the sunlight up and down, to sleep and wake, to eat and rest.

Moses imagined a male god who was absolutely sufficient unto himself, so far as creating and ruling were concerned. This god was a god of wrath and injustice, subject to moods, who needed to be placated, cajoled, humored. He was altogether unloving and he was terrible.

And this god made a man in his likeness,

and in order to keep this man from being lonely and to amuse him, he made a woman for his pleasure.

According to the story generally accredited to Moses, the woman was endowed with a great deal of energy. She is the first person, according to this mythology, who had initiative and any desire to evolve. She plucked the fruit of the tree of knowledge—and she ate of it.

Becoming wise she gave her husband the same food. She taught her husband.

Moses' god was very angry about this and blamed the man. And the man, who was made in the image of Moses' god, said this: "The woman thou gavest me did tempt me." And God cursed the woman, and she, with her husband, was sent out of the Garden of Eden.

When theology is outgrown it becomes mythology.

#### Jesus' Mission

**URING** the reign of Augustus Cæsar, there was engrafted upon the Hebrew theology a new idea. There was then a great Protestor against the letter of the law, as practised by many Jews. Jesus felt a need which the Mosaic code did not touch. The civilization then had outgrown the law in many things.

A sect was organized which, although essentially Jewish in its forms and customs of worship, had a new idea.

The Hebrews had always been exclusive, nearly as exclusive as the Chinese, and had admitted foreign ideas only as they were compelled.

They were not a free people. Their cities were owned by the Romans. They lived in Roman provinces, and necessarily were somewhat "contaminated" by Pagan ideas, much to the distress of the keepers of the synagogues, the scribes and Pharisees.

About the year Three Hundred Anno Domini, the Christian-Hebrew and Pagan theologies were amalgamated by Constantine the Great, for political reasons. This brought a new element into the sect, who called themselves followers of Jesus.

Greece and Rome had always many gods, as did Egypt.

The supreme god in Greece divided his power with a woman, Hera. Zeus, the god of all the gods, had a distinct work. Hera,

his wife, had her distinct work, just as important as was the work of Zeus. But they were happy, joyous, playful and very human ideals, conjured out of the brain of a very human, happy, joyous, artistic and free people. And early in their history, women were held in very high esteem in Greece, and had freedom.

In Rome the god Jupiter was first in command. He had his distinct duties. Juno, his wife, like Hera, had her separate responsibilities. She was the one who controlled the finances of the country. In her hands were held the destinies of war and the welfare of the home. The care of the family was hers, and she was prayed to and beloved, and was lovable and loving.

This human, Pagan element was a beautiful addition to the Hebrew theology, and brought to it the qualities which have made it live unto this day.

Our government, like the Hebrew, is influenced by our theology, and the common law has for its basis the canon law. The canon law traces direct through Milton, Constantine and Saint Paul to Moses.

We have retained the Old Testament intact, and combined it with the New, and there it remains as authority.

Our ideas of government in America are founded upon the English; the English are founded upon the Roman; but Moses' curse upon woman and motherhood has tainted our laws and made in our government a "Holy of Holies" and an inner sanctuary where no woman can enter—her sphere of influence being the gynaeceum. John Milton, unfortunate in having poor judgment and little commonsense in his various matrimonial selections, intensified the injustice toward woman that Moses had made in his canon law.

#### A Recognized Factor

**H**OWEVER, woman has existed, and has been a silently recognized factor in the development of the world.

Women have been mothers of men, and this fact has not been argued away, nor has theology been able to dispose of it.

However great a man is, he has had a mother. There have been men who have recognized the injustice to woman. These just men have given as much publicity to the injustice as they could and still not jeopardize their own

positions by too completely espousing an unpopular cause.

The dearest thing known to mortals is power, and man will give all that he has for the joy of exercising it. Power is just as sweet to woman as to man, and woman has rebelled against unjust tyranny. She has wanted, desired and aspired to have power and exercise it, for she has desires and needs to evolve.

At the door leading to Avernus was Cerberus, who guarded the entrance. There was only one intrusion effected, and this was accomplished by giving to Cerberus a box of confection which put him to sleep. Honey and poppy-juice are two of the ingredients that were used. The perfect receipt is known only to men.

Women are not usually successful in making the honeyed sop which was the undoing of Cerberus. But many women have eaten it, slept, grown weak, and loved ease.

When woman has demanded a voice in affairs which affected her and her children directly, she has been quieted by being told that her beauty is enough, her sweetness is all that is desired; to be a mother is more than to build cities, than to make great discoveries, than to manipulate finances, than to make statuary, paint pictures, write books, teach, preach.

No matter what power a woman has had, the mellifluous honey and the soporific poppy combination have been proffered. Women as a class have been successfully quieted until this very day.

Now women are awaking. They have evolved a wisdom that causes them to spurn all soothing-syrups which have, indeed, been subtly tendered to them.

There is a cry, in China, in Turkey, in India, in Russia, in the South Sea Islands, in all America: "Awake thou that sleepest! Awake! or death will be the portion of the human race! The welfare of humanity rests with you! Awake! Arouse to your responsibilities! Sleep no more!"

All through the ages there have been women who have known this and who have done their best to give expression to their lives, notwithstanding the laws and bonds of tradition, superstition and custom. These women, though they may not be world-makers, are worth our careful consideration.

Sentimentalists have flattered us that the office of motherhood is the greatest that can be assumed by any human being. Poets have sung it, too.

Preachers have used the name of "Mother" to call sinners to repentance.

But there are only a few women in history who are celebrated because of their motherhood.

¶ If it is true that the man is greater than his work, and that we look from the creation to the creator as the source of power, mothers should have recognition for time and devoted effort for the development of men who have built cities, applied power to machinery, made railroads that unite the ends of the earth, and built steamships that annihilate distance and defy the impassable gulf. Men have made roads, bridges, marvelous buildings. They have given the world art, music, literature. Their inventions have made the world anew again and again.

All these men have had mothers. The mother has not only given them life, but has educated them and devoted her time and power to their development.

But we have given these mothers an unwritten and impractical recognition of the work they have done. We have contented ourselves with repaying them in a few whispered words about the sacredness of motherhood and the debt so great that it can never be paid. Men have said that only God could do this, and in another world, so we have left it for a Heavenly settlement—a place where we have no assets and assume no responsibilities.

"Never go in debt. Pay as you go!" we teach boys, and yet mothers are not paid for their work, either by husband or by State.

### Three Pre-Eminent Mothers

¶ At this time I recall only three women who have been recognized in history and praised for this occupation.

Euterpe of Halicarnassus, known and renowned as the mother of Themistocles, was an alien who married an obscure Athenian, and yet was respected and received recognition because she was the mother of this son.

¶ She worked to develop Themistocles for the great power he was. When they taunted her with being an alien, she answered: "It is true I am an alien. But my son is Themistocles!" And because of this, her sin of not being an Athenian was forgotten.

¶ Another mother celebrated in history is

Cornelia, mother of the Gracchi. When her neighbors came to call upon her, and were discussing their jewels—beauty, value, numbers—the story goes that Cornelia was silent and did not join in the talk. When her two sons, Caius and Tiberius, came in from their play, she took them in her arms and said to her neighbors, "These are my jewels."

Then there is the mother, most renowned of all mothers because of the fact that she is a mother—Mary, the mother of Jesus.

Probably quite early in the Christian Era after Constantine, Jesus was given the position of mediator between man and the greatly feared Jehovah. Later, when there was a more complete amalgamation of the Pagan and Christian-Hebrew religion, Mary became the mediator between man and her son. When women were admitted by men into their Heaven, Mary was placed there in a very high position. Today, in the Roman Catholic Church, the worship of Mary equals, if it does not exceed, that of the devotion to the Godhead.

But even now we have no National or State recognition of the work of women as mothers.

¶ We give honor to women who devote their lives to other work, but no matter how beautiful a mother's family of children may be, little attention is given this fact. In truth, we have not only withheld premiums, honors, money, in recognition of a mother's time and strength expended, but we still cling to the Mosaic idea of the disgrace. We have made it hard, pitifully and pitilessly hard, for a woman to be a mother and give her time to this natural work.

Most mothers are dependents. That is to say, their ability as workers is not recognized in the world of finance in which we live. The woman is rated in terms of her husband's earning capacity.

She is not economically free: she affords to use for herself and her children that only which her husband says she may have. We pay for every work that is done for the State, except that of a mother's part in developing citizens. We pay the kindergarten-teacher, music-teacher, teacher in the grades, High School, University. We pay for having our roads made, cities built, for war, for being governed. We pay those who make our laws and those who punish those who disobey the laws which our lawmakers make.



We pay for the care of our imbeciles, our orphans, our bad children, our insane, our criminals and our indigent poor; but as a State, we have made no provision whatever for the person in whose power it is to give us worthy citizens.

We are stupidly unwise in this omission—most wasteful, without thrift and without discretion ♣ ♣

### Some Women of Power

**B**UT we have given honor to women who have become great in other lines of work ♣ ♣

Sappho, who lived seven hundred years before Christ, is one. So good an authority as Aristotle claims for her honors equal with those of Homer, who lived some two hundred years before Sappho. Aristotle calls her the Tenth Muse ♣ ♣

She was a woman of wonderful power. She has the distinction of being the mother of all Women's Clubs. She was a poet, a woman of learning and power.

Another great woman was Aspasia, wife of Pericles. She, like Euterpe of Halicarnassus, was an alien. But even with this handicap, she was able to maintain her position as the wife of the principal minister of Athens ♣ It is written of her, by historians of merit, that she wrote the annual speech which Pericles gave to the Athenians when he met the executive body that controlled the affairs of that peerless city.

It was she with whom Socrates discussed his philosophies, and she was quick to discover flaws in his logic and defects in his arguments.

¶ She was the chief of the advisory board of Pericles, and helped in turning the taxes raised for war and war appliances into a dream of marble and a city that stands in our minds as the ideal for all time.

She is renowned as a woman able to assist in the affairs of State and to guide wisely the processes of government.

Another woman whom historians could not forget if they would is Cleopatra, the Egyptian, a politician, a diplomat, a woman of charm and wonderful ability. The great Cæsar came to take captive her country, and he himself was captivated by her ♣ She was wife to Mark Antony for many years, and he never showed his best ability except when under her influence.

Solomon describes an ideal woman, although

no one has yet suggested her name ♣ His delineation would fit the most advanced, capable and perfect woman of which the Twentieth Century could boast.

He claims for her all beautiful qualities. She is loved and beloved. She has positive charm.

"She worketh well with her hands. She riseth also when it is yet night and giveth meat to her household, and a portion to her maidens."

¶ This would not suggest that she took her breakfast in bed nor that she kept fashionable hours ♣ ♣

She is economically free. "She considers a field and buyeth it." "With the fruit of her hands she planteth a vineyard."

She is physically strong. She does her own marketing. She has wealth. She has many and wide interests. She tends to the clothing of her household and dresses them well. She dresses well herself. Solomon even suggests that she is not known as the wife of her husband, but that he is known as the husband of the ideal woman.

She is a merchant. She buys. She sells. She is capable of thinking and giving expression to her own thoughts. She has decision and is independent.

Now, it has been said that there was no such woman; that this was an ideal woman whom Solomon described. Without a doubt, this is true, because no ideal woman has yet lived, any more than has an ideal man. Perfect people are creations of the mind.

This is the greatest compliment we can pay to Solomon—that he could imagine so perfect a human being as this, and that he was willing not to interfere with the freedom of such a woman ♣ ♣

Probably Solomon had ample opportunity for studying women, for they do say that he had many women on his calling-list. He should speak with authority if any one does.

Whether Solomon's ideal woman is Hebrew or Pagan, we do not know, but she had the virtues of both nationalities combined.

Hypatia, the Greek, lived about four hundred years after Christ. She was the daughter of Theon until, by the brilliance of her mind, her light obscured that of her once illustrious father. Then Theon became the father of Hypatia. ¶ She was the teacher of the great Orestes, the Prefect of Alexandria. She presided in the public schools in Alexandria, and taught mathematics and philosophy.

And Hypatia was the first martyr to free thought ❧❧

The Christians of her city became excited because she taught and urged her pupils to think for themselves, to follow no beaten path, but to make this their test, "What is good for humanity here and now?"

A band of fanatics, headed by one, Peter, took Hypatia, tore her limb from limb, and burned her body before one of their churches. ❧ So died the beautiful Hypatia, wisest of the wise, freest of the free.


Theodora, a Roman, Empress of Constantinople, suggested to her husband, Justinian, that they burn the law-books, the accumulation of ages, which contained laws that no one could comprehend. It was she who helped to do this deed. It was she who helped to select and counsel the men who carefully considered and worked out the Justinian Code, the fundamental principles of which are operative in our own common law, which we get direct from the English common law.

❧ Elizabeth, Queen of England, needed no k: emakers. She was greater in power than any one else in her kingdom, and she maintained this power against all the opposition which came. She lived in the time when fighting was the rule and might meant right.

❧ Catherine Second of Russia, the Great Catherine, is a woman whom no nation can forget. In conquering nations she used the same methods that men did. She expanded Russia more than had any of her predecessors. It was she who helped to take Poland off the map, and she made it one of Russia's possessions. She was interested also in the art and literature of her nation, and fostered and encouraged them. She founded a library, introduced a new code of laws, and was so great that she obscured the greatness of the Emperor.

Voltaire said of her, "Light now comes from the North."

Mary Wollstonecraft and Susanna Wesley

 HE woman who has, more than any other, influenced our own times; who was the pioneer in the woman-suffrage movement, pioneer in demonstrating that the economic independence of woman is the first requisite to freedom; who could think and who could give expression to her thoughts; who had the moral courage to say and live her life—is Mary Wollstonecraft.

She was born in Seventeen Hundred Fifty-nine, of poor and obscure parents ❧ She became not only independent herself, but she was the wage-earner for her family ❧ She maintained that a woman had a right to her own life, her own name, her own individuality, no matter what the family life of the woman might be.

Thomas Paine discussed with her her book, "The Rights of Woman," and it was this book which caused him to write "The Rights of Man."

Mary Wollstonecraft lived her life, and she maintained her right to the inherent rights which belong to every woman.

It was hard in the Eighteenth Century to combat superstition, tradition, customs, and the laws of society.

This woman met fierce opposition, and it cost her her life. But she lived true to her convictions, and made her impress.

She was the mother of Mary Wollstonecraft Godwin, who became the wife of Shelley ❧

In the same century lived Susanna Wesley, mother of nineteen, wife of an Episcopal clergyman, circumscribed by the times in which she lived, and by the theology which her husband tried to enforce.

❧ Susanna had to spin, weave, cook and wash for her family, and take care of her husband, which, if history records truthfully, was not an easy task.

Besides this, Susanna Wesley preached and taught the people, men, women and children, who were sadly in need of enlightenment.

❧ She was not allowed to do this in the church.

The chancel was too sacred a place for a woman to enter, even though she was the mother of great men. And so she stood on the church-steps, and taught, and sang to the people assembled.

It was she who taught her children to methodize their time, and she is the mother of Methodism ❧❧


Elizabeth Frye, mother of thirteen children, was a little Quaker woman who believed in asserting her individuality. She, too, had time to work outside of her own home, knowing that a mother whose world is bounded by the walls of her house is a less worthy mother than one who has a universe to contemplate.

❧ It was she who reformed the world with regard to its ways of taking care of its prisoners. It was she who demonstrated that people

in the "madhouse" are human beings, even though unfortunate and criminal.

It was she who showed that kindness begets kindness everywhere, and she taught, more than any clergyman, the divinity of the life of man who works for the betterment of man.

#### Women and Liberty

 **ANOTHER** woman great in personality is Anne Hutchinson. She believed absolutely in the divinity of individuality. She realized that she had a message to give to the people, and when crossing the ocean, coming to America, the land of the free, she talked on shipboard, as her heart dictated. Clergymen rebuked her, quoting Saint Paul. But she insisted upon exercising the right to speak when she had a message. She insisted, when she reached this country, upon doing the same.

So did her friend, Mary Dyer.

"The men of God" sent Anne Hutchinson into the wilderness, to be killed by Indians.

¶ They hanged Mary Dyer on Boston Common. And when they asked her, as she stood upon the gallows, if she did not wish the "men of God" to pray for her, she looked around over the audience and said, "I see no men of God here."

Both of these women maintained their right to the divine right of thinking their own thoughts, freely speaking their message to the people, and living their own lives. The only sin of which these women were accused was that they were women.

Abigail Adams, wife of John Adams, wrote to her husband when he was in the Continental Congress, warning him that the makers of the Constitution must give the same rights to the women of America that they were demanding for themselves from England. She reminded him that the women were a part of these Colonies, and that they would "foment a rebellion" unless their request was granted.

Mercy Otis Warren was the first to whisper the word "Separation" when the Colonies would no longer endure taxation without representation. She and many others expected that when the Colonies should become an independent country, woman would be recognized as a full citizen, equal in political rights with man.

Caroline Herschel, a German girl who came to England with her brother, William Her-

schel, was an astronomer who lived to be a hundred years old, lacking six months. She was not only an assistant to her brother in all his experiments, in the making of the telescope, and other apparatus, but she made independent research of the heavens, and discovered more meteors than any other contemporary astronomer.

#### Women on the Battlefield

**LORENCE NIGHTINGALE** was the first woman to go into the battlefield and nurse the soldiers, giving them anything like skilled help.

Our own Clara Barton was not only a nurse in the army, but she was an executive. She organized a force of nurses, created a hospital corps, and arranged a systematic method of taking care of the wounded, so that no one would long lie wounded upon the battlefield without some one coming to his aid.

She was in active service wherever there was fighting, during the entire Civil War. Thousands of messages from the dying she sent back to the women who remained behind to maintain the home and save the world. When the terrible tragedy was finished, the army disbanded, and the remnant of those who went out to battle returned to their homes, Clara Barton heard the cry of the mothers, wives and sisters for those who never would return. She spent years of her life in giving to them that last crumb of comfort—to know where their beloved lay in their soldiers' graves.

And when this work was done, Clara Barton went to Switzerland to regain her health so sadly broken.

She found there a few men and women who had assembled to organize for work in the Red Cross Society, which was just leaving to go into the Franco-Prussian War.

They said to Clara Barton, "Will you come?" and she said, "When I can."

Clara Barton is a patriot. That is to say, she loves all countries. She has no foes. Any one who is suffering is her friend, and she is a friend to the sufferer.

These European people were not foreigners to her. Within a few days she followed this noble band of the Red Cross into the battlefield, and she remained until the awful work was ended.

Germany, France and Switzerland gave to her all the honors they had in their power

to give to an individual who did the work that Clara Barton did.

Then she came home and caused our country to become identified with the great Red Cross organization, whereby any Red Cross nurse can go into any battlefield and take care of those who need care and help.

And Clara Barton added this to the world's work for the Red Cross: that wherever there is distress or trouble, there the Red Cross workers go, a systematized, organized company of people, bringing food, clothing, surgeons' help, medical help to relieve distress. ¶ Clara Barton has commanded battleships loaded with provisions sent for the relief of the distressed.

She is a woman of magnificent power, born to command, to organize, to systematize, to make the world a better place because she has lived here.

#### Women as Organizers

HOSE two great pioneers, Elizabeth Cady Stanton and Susan B. Anthony, who worked hand in hand, shoulder to shoulder, for sixty years and more for the emancipation of women in the United States, are certainly world-makers.

They have made it possible that in this year of Nineteen Hundred Twelve there should be six States in the Union where women have equal political rights with men, where there is no such thing as taxation without representation, and where women who have a choice with regard to lawmakers shall have the opportunity of recording that choice where it counts.

They have made it possible that nearly one-eighth of the electoral votes for a President shall be controlled by these States, and that nearly one-eighth of the senators that sit in Washington come from States where women are citizens.

Mary Baker Eddy may justly be called a world-maker. She was a woman of marvelous power. She has divided the world into two parts—those who are Christian Scientists, and those who are not.

She has made herself known in every village and hamlet throughout America, and her influence is in every civilized country of the world ☛ ☛

She has given a practical demonstration that a large number of people can get along beautifully without the male preacher ☛

She has reduced the strength of every dose of medicine. She has opened our eyes to see that health, like the Kingdom of God, is within us.

She has made all humanity more self-reliant. We are ashamed to say that we are sick now, and only mummies think that sickness is an affliction sent by God.

Mrs. Eddy has made the whole world take note. And whether we are Christian Scientists or not, we are living more sanely, more hygienically, more beautifully, because Mary Baker Eddy lived.

#### Women in Politics and Finance

ARILLA RICKER is a woman who has stood against opposition for the divine right to think and express her thoughts honestly ☛ ☛

She is one of the pioneers who helped to make possible the degree of freedom we have today.

In Eighteen Hundred Forty-one she protested against taxation without representation. She was one of the first women to go to the polls and demand her rights as a citizen ☛

This woman has always paid her taxes, but never without informing the men of New Hampshire that they were doing unto others as they would not be done by.

The people of New Hampshire should be well educated. If they are not, it is their own fault, for Marilla Ricker has given them educational advantages.

There has never been a time in her life when she could be considered an orthodox Christian. She says she was born a heathen, and she is right if by this she means that she was born with a brain to think, and that her reason, not her sentiment, always dictates her action.

¶ She knows nothing of a world to come, so she gives her attention to bettering people in this world.

She makes no pretense of knowing anything about Heaven, and spends her time making this earth as beautiful a place as she can ☛

Knowing nothing of angels, she accepts humanity as it is and gives her energies in helping to make people have better bodies, and in teaching them the use of present circumstances and conditions.

Promises of rewards to be given in Heaven she considers of the same value as Confederate money, and she makes good now, owing no human being. ¶ To do right for reward or

because of punishment does not occur to her, but she does the best she can because it is good for her and those about her.

She has the genuine faith which trusts the future, is not anxious regarding what shall become of her after death, realizing that throughout her life she has been surrounded by beautiful and necessary things.

Marilla Ricker has never been persecuted nor molested, has never been afraid, and has always been capable of taking care of herself. She is rational, reasonable and reasoning.

¶ She has the sublime gift of humor, and consequently has a perspective on events and people. She is simple, direct, honest. There is no hate in her composition. If there are people whom she does not like, she simply lets them alone.

A creature describing and interpreting the Creator is simply funny to her, because she knows that the Creator can not be comprehended by that which He has created.

¶ She has no malice in what she says with regard to orthodox people. She is only sorry that they are not wise enough to understand that things we do not comprehend, it were wiser not to try to explain.

There is only one thing about Marilla Ricker which is orthodox, and that is her patriotism. She is always for New Hampshire and for the Republican party.

She has been a practising lawyer for many years, and although her clothing is always made with plenty of pockets, she has never worked for fees, but for fair play and justice.

There is one woman who has demonstrated to the world that it is possible for woman to be a great financier, that it is possible for a woman, through her own initiative, to accumulate a great amount of money, and this woman is Hetty Green.

I do not believe that Mrs. Green has any monopoly on ignorance, eccentricities, nor disagreeable qualities. She has demonstrated that a woman who gives her time devotedly to making money is no greater than a man who devotes his entire time to it.

Mrs. E. H. Harriman has shown that a woman who has helped to evolve a great business, and who has been the wise counselor and friend, working hand in hand with her husband in a great business, is capable of taking care of that business even when she has lost the help of her husband.

The lives of the women mentioned show this natural fact, that woman is a human being before she is a mother, that she is a human being while she is a mother, and that she will be a human being when her active work of the care of children has gone.

Woman's needs as a human being are very similar to those of man, and men and women may be very companionable and work along the same lines, provided each will give the other the opportunity. Then there will be neither woman's sphere nor man's world. But the world will belong equally to woman and man.

If I supply you a thought, you may remember it and you may not. But if I can make you think a thought for yourself, I have indeed added to your stature.

## The Defeat of Reciprocity

By Ernest McCaffey



OME revolutions are born of necessity; some spring from sentiment. The defeat of the Laurier Government, and the rejection of the Reciprocity pact, was a revolution of the ballots, and had its origin in blood-ties and the spirit of Nationhood. The economic feature of the proposition was a mere bubble on the surface. The Canadian people felt that Reciprocity was destined, if carried, to weaken the bonds of union between Canada and Great Britain, and on that issue, and that alone, the battle was won. The effect of the result is to weld forever the link between the forces of Empire composing the Colonies and Great Britain. Let no American doubt this. The United States has believed that, at heart, the Canadian was only tentatively British. There was never a greater fallacy. He is British to the core. With a real liking for the American, with very much of the American's initiative and energy, he is, when put to the test, a Britisher, and party affiliations can not bind him to anything but the aims, the ideals and the traditions of the British Empire.

The history of the United States in the last decade has not been one to inspire the



Canadian with either an overweening admiration of the country, nor a passionate desire to have Canada "Americanized." The staunchest American in the States feels that things are not precisely what he would like to have them in "the land of the free and the home of the brave." He sees laws violated, life sacrificed to greed, corruption in public life, vulgarity and sensationalism rampant in the press and the magazines, labor and capital carrying on a regular guerrilla warfare, and, together with an almost universal worship of the dollar for the dollar's sake, a truly appalling cynicism as to National ideals.

He realizes that in each community a little band of the faithful lead the forlorn hope for good government and the enforcement of laws, but he knows that the vast mass of the American people are indifferent, except only to money and power.

#### The Canadian Ideal

WHEN the American comes to Canada he does not find a Utopia, but he does find a high average of those things which make life desirable. He finds the people probably as "brave" and infinitely more free than in his native land. He finds laws enforced with vastly more certainty and celerity, and crime at a minimum compared to the conditions of the United States. He finds that railways and public carriers generally do not thin out the population at such an alarming rate as is done in America. He does not find each large city continually in the throes of a violent labor war. Old-fashioned as such conditions undoubtedly are, they are restful, after all.

Now the Canadian knows of this contrast. The American newspapers and magazines have advertised it all, wherever grass grows and water runs. They have proclaimed from the housetops the inefficiency of their judges, the futility of their laws, the statistics of their criminal records, the cowardice of their Presidents when confronted by the Capitalistic Czars, the Mafia, the Black Hand, and the "dog-eat-dog" fight between labor and capital, where the bullets of the hired detectives echo to the bombs of the midnight assassin. ¶ "It's a great country," says the American. "Is it?" replies the Canadian.

Canada is not behind other countries in the commercial instinct, but it has not, as yet,

made the dollar its sole ideal. When Reciprocity was proposed, an almost universal murmur began, extending from farthest East to West, throughout the uttermost limits of Canada, that it would be, if successful, the first step in the "Americanization" of the country. That killed it! It "died a-bornin'!" Whatever else Canada desires, it can safely be predicated that it fervently does not wish to be made over into States, or inoculated with the peculiar virus under which the people South of the line are now suffering.

One fetish of the American people has been its flag. An honest flag is the noblest work of man. But when a flag loses caste, as the Stars and Stripes did in the Philippine "war," and when it represents dead dreams instead of living virtues, it ceases from its proud estate and becomes more or less of a joke. What the United States needs, imperatively and vitally needs, and now, is to put its house in order. And in doing this, it should remember that its task is one truly Herculean. Not hopeless, in the least, but requiring an education in unselfishness, honor and pride. Viewing the attitude of the United States in this proposed pact, the amusing part of it all was, that as soon as William H. Taft signed the bill as passed, it was assumed by many, as a matter of course, that "the deed was done"; that Canada's assent was a mere matter of form. A current photograph represented the President, a satisfied smile irradiating his face, signing the bill, with Secretary Knox looking on with a sort of "Bless you, my children!" expression on his classic features. "All over but the shouting," is the suggestion of the picture.

It is reminiscent of the Gilbertian comic opera, concerning the North Sea and the whale:

"All went well until one day  
Came a strange fish up the bay,  
This fish was indeed-o  
A Woolwich torpedo,  
I kno-o-o-w, I kno-o-o-w,  
The big whale did not know."

Such papers as the Boston "Transcript" gravely opined that Canada would not dare to turn down the President and the United States. Many publications assumed that annexation would eventually follow the adoption of Reciprocity, and in addition, that the Canadians would approve of annexation.

This was up to September Twenty-first, but "Oh, what a difference in the morning!"

¶ The talk of "corruption funds" used in Canada is pure piffle; "money does not talk" here in elections to amount to anything. Even in the Prairie Provinces, where the American farmers are so strong, the vote was anything but solid for Reciprocity. The complete change in the attitude of the Canadian voter was because Liberals and Conservatives alike went to the polls and cast their ballots for the British Empire, and Canada as a part of that Empire.

Meantime, it might be as well for the United States to put a few more things on the free list besides pulp. Canada has no objection to doing business with her neighbors. And the friendliest kind of feeling exists toward her American cousins. Just as two men may become better friends after a sturdy fisticuffs fight, so this contest on Reciprocity is likely, in the last analysis, to pave the way to a better understanding, and above all, to a generous recognition, on the part of the American people, of Canada's rank and standing among the great nations of the world.

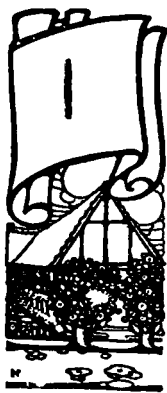
•••

Strength comes from solitude, a waiting, a communion with the best in us, which is at one with the divine spark.

•••

## China

By Edward Carpenter



N the interior of China, along low-lying plains and great river valleys, and by lake-sides, and far away up into hilly and mountainous regions, behold! an immense population, rooted in the land, rooted in the clan and the family, the most productive and stable on the whole earth.

¶ A garden one might say—a land of rich crops, of rice and tea and silk and sugar and cotton and oranges.

Do you see it?—stretching away endlessly over river-lines and lakes, and the gentle undulations of the lowlands, and up the escarpments of the higher hills;

The innumerable patchwork of cultivation—the poignant verdure of the young rice; the

somber green of orange-groves; the lines of tea-shrubs, well-hoed, and showing the bare earth beneath; the pollard mulberries; the plots of cotton and maize and wheat and yam and clover;

The little brown and green tiled cottages with spreading recurved eaves, the clumps of feathery bamboo, or of sugar-canes;

The endless silver threads of irrigation canals and ditches, skirting the hills for scores and hundreds of miles, tier above tier, and serpentine down to the lower slopes and plains—

¶ The accumulated result, these, of centuries of ingenious industry, and innumerable public and private benefactions, continued from age to age •••

The grand canal of the Delta plain extending, a thronged waterway, for seven hundred miles, with sails of junk, and bankside villages innumerable;

The chain-pumps, worked by buffaloes or men, for throwing the water up slopes and hillsides, from tier to tier, from channel to channel;

The endless rills and cascades, flowing down again, into pockets and hollows of verdure, and on fields of steep and plain;

The bits of rock and wildwood left here and there, with the angles of Buddhist or Jain temples projecting from among the trees; The azalea and rhododendron bushes, and the wild deer and pheasants unharmed;

The sounds of music and the gong—the Sin-Fa sung at eventide—and the air of contentment and peace pervading;

A garden you might call the land, for its wealth of crops and flowers;

A town almost for its population.

A population denser, on a large scale, than anywhere else on earth—

Five or six acre holdings, elbowing each other, with lesser and larger, continuously over immense tracts, and running to plentiful market centers;

A country of few roads, but of innumerable footpaths and waterways.

Here, rooted in the land, and rooted in the family, each family clinging to its portion of ancestral earth, each offshoot of the family desiring nothing so much as to secure its own patrimonial field,

Each member of the family answerable primarily to the family assembly for his misdeeds or defalcations,

All bound together in the common worship of ancestors, and in reverence for the past and its sanctioned beliefs and accumulated prejudices and superstitions;

With many ancient, wise, simple customs and ordinances, coming down from remote centuries, and the time of Confucius, This vast population abides—the most stable and the most productive in the world.

And Government touches it but lightly—can touch it but lightly.

With its few officials (only some twenty-five thousand for the four hundred millions), its scanty taxation (about one dollar per head), and with the extensive administration of justice and affairs by the clan and the family—little scope is left for Government.

The great equalized mass population pursues its even and accustomed way, nor pays attention to edicts and foreign treaties, unless these commend themselves independently;

Pays readier respect, in such matters, to the edicts and utterances of its literary men, and the deliberations of the Academy.

And religious theorizing touches it but lightly—can touch it but lightly.

Established on the bedrock of actual life, and on the living unity and community of present, past and future generations, Each man stands bound already, and by the most powerful ties, to the social body—nor needs the dreams and p. mises of Heaven to reassure him.

And all are bound to the Earth.

Rendering back to it as a sacred duty every atom that the earth supplies (not insensately sending it in sewers to the sea),

By the way of abject commonsense they have sought the gates of Paradise—and to found on human soil their City Celestial!

★ SAW a statement in a paper the other day that some one had presented somewhere an argument against woman suffrage. An error. There is no argument against woman suffrage, if an argument implies reason. There is no reason against woman suffrage. There is only a prejudice. Whether right or privilege, the ballot belongs to woman as much as to man. If some women do not want the ballot, they need not take it, but she who does want the vote should have it for every reason that any man has it.—Reedy.

## Doing Good

By Ed Howe



AM about to make a statement which will make the Lovely Characters scream. Either what I say is true or I am crazy; and if I am crazy, send me to the I. asylum. This is the statement: Since the beginning of time, young men have been advised to be industrious, frugal and honest, and, in doing something for themselves, incidentally do something for others, and for the communities in which they live. This advice is given to sons by all parents, and there is no more doubt that the advice is good than that the sun will come up tomorrow morning in the East. No one—absolutely no one—doubts that the advice is the best that can be given young men; every thief and loafer begs his sons to live honorable, useful and industrious lives. This advice is so universally given that a good many millions have accepted it—probably seven or eight men out of ten. As a result, seventy or eighty per cent of our men work hard, are fairly honest, and try to save something for a rainy day. In this manner has been built up the greatest and most prosperous country on the face of the earth. As a result of industry and saving, and acquiring experience, the men have been able to engage in big enterprises, and thus provide employment for others. If a man is able to save only a few thousand dollars, he at least builds a home, and workmen employed on it receive from three to six dollars a day for their labor. Most of the workmen are young men, and will themselves save something of their wages, and build homes, or becoming experts in their trades, will build factories and shops, and employ hundreds instead of dozens of workmen. Thus the endless chain is enlarged, and thus comes about the greatness of the country. Without a particle of question, the seventy or eighty per cent referred to are the best of our population; all that our country is, they have accomplished by worthy endeavor. Ten or twenty per cent of our young men refuse to accept the advice of their parents. They refuse to work steadily; and they refuse

to accept the advice that thrift, honesty, temperance and fairness are best for them. These men in the ten or twenty per cent class are, in many cases, supported by the men in the eighty or ninety per cent class, in almshouses, insane asylums, jails or soup-houses.

Now, here is the surprising part of the statement: The useful and worthy men in the eighty or ninety per cent class are almost universally abused by those individuals who consider it their duty to Do Something for humanity. I have never read an article written by one of these individuals which did not contain a palpable insult for the honest, worthy man who has accomplished results. All the "work" done by the Truly Good is done for those who have done nothing for themselves. The men who not only take care of themselves, but of others, are abused in every convention; and in almost every magazine or newspaper article you see some reference to that old story about a prosperous man being unable to pass through the eye of a needle. Men who never gave away anything themselves are forever telling of the Brotherhood of Man; how the industrious man who keeps the wheels going round should let the wheels stop, and put his arms around his brother who is playing cards in a beer or billiard hall, and Talk Things Over again. ¶ Watch the Truly Good, and you will find them always yelling for more money from the worthy seventy or eighty per cent, in order that the unworthy ten or twenty per cent may be helped. ¶ And this is not all: The Truly Good, instead of encouraging the cheerful givers, meanly and untruthfully abuse them, and say with a burst of virtuous indignation, that no camel ever did, and never will be able to pass through the eye of a needle, a proposition I have never heard disputed, and therefore wonder why it is so much insisted upon.

Among the ten or twenty per cent in the shiftless class are many old and unfortunate. These should be taken care of, certainly, and as a rule they are, but the Truly Good never accomplish one-thousandth part of the good accomplished by those quiet, modest persons who help others every day, as a matter of course, and say nothing about it. People never hear of a case of distress that they are not quick to relieve it; this is a common and creditable human attribute. One

of the suppressed scandals of the times concerns a Truly Good woman who was given large amounts of money for charity, by gentlemen who could not pass through the eye of a needle, and this woman permitted a lot of favorite leeches wantonly to squander most of it. Finally, the givers were compelled to quietly remove the woman from her high position, and manage the fund themselves. It was n't Jane Addams, but a Truly Good still more noted.

By the way, I do not admire Jane Addams; let me confess my shame, and run away and hide. Why do not I admire this worthy woman who is the idol of Chicago, Evanston, Aurora, and other towns in the vicinity? Because of that extra "d" in her name. "Addams" is not the proper way to spell Adams, any more than "Billy Burke" is the proper way to spell a woman's name.

Doing good is as much Jane Adams' work as robbery is the life-work of Andrew Carnegie. Had she displayed as much genius in her life-work as has Carnegie, there would be almost no distress in the world. Carnegie has been able to annex most of the steel business, in the face of bitter opposition; whereas Jane Adams has had nothing but admiration, encouragement, love and assistance. Carnegie, in addition to building up his steel interests to such an extent that I hate him myself, because I have been unable to do equally well in my own business, has done more good with his left hand than Jane Adams has done with her right.

I believe in relieving actual distress as much as any one, but let me make a suggestion to the Truly Good: do as much good, and more, than heretofore, but quit abusing the hand that feeds you. Speak an occasional word of encouragement for the men who, accepting advice from worthy mothers, graduated from good boys into good men, and are now actually accomplishing everything worth while that is being accomplished.

IN the hour of distress and misery the eye of every mortal turns to friendship; in the hour of gladness and conviviality, what is your want? It is friendship. When the heart overflows with gratitude, or with any other sweet and sacred sentiment, what is the word to which it would give utterance? A friend.—W. S. Landor.

## A Word Picture

(To General Harrison Gray Otis)

By Drayton Pitts

**T**HE sunset glow fell on a temple fair,  
A temple built to human Liberty;  
The golden rays lit up its battlements,  
And high upon the tower its bronzing light  
Glowed on a graven Eagle with its wings  
Outstretched against the sky, tipped with  
the sun—  
Mute symbol of the hope of Liberty.

Against the somber sky of starlit night  
The temple's silhouette, majestic, stood,  
And from its windows high bright streams  
of light  
Dispelled the darkness with their silver shafts,  
Like some lighthouse flashing o'er dark seas  
To lead the prow of Freedom's Argosy,  
Twixt Scylla and Charybdis, safe to port.  
We saw within, where men of brawn and  
brain  
Worked through the darkening watches of  
the night,  
We heard the presses throb like looms of  
thought,  
That wove the songs of Freedom for mankind,  
Where labor strove to be forever free,  
To put new light in eyes that erst were blind,  
To fill the hearts of weary men with hope,  
And make the world the better through their  
toil.

The morning dawned upon the wreck and  
ruin

Wrought by hands of vandals in the night,  
And shattered wall and blackened tower stood  
In mournful silence o'er the smoldering fire  
Whose fierce Inferno wrapped in molten  
shrouds

The ashes of the hosts who labored there;  
For in the night some hellish anarchy  
Had lit the bomb that tore the temple down  
And sent their wailing souls on tongues of  
flame

And wings of fire up through the starlit skies.  
The morning sun fell on a countless throng,  
Some weeping for their loved ones, like the  
cry

Of moaning billows on the storm-swept shore,  
Some grim and silent, and with pallid face  
That marked a stern and resolute demand  
That Justice bring the vandals back again,

To yield to God the wages of their sin.  
So it shall be, their bloody hands revealed,  
Their murd'rous hearts and souls of Anarchy  
Shall answer with their lives to those dead lips  
That speak, though from the grave, with  
mighty force

The charge of murder, damnable and foul.

High on the ruins of the battlement  
The Eagle stood, unscathed, above the wreck  
Of dynamite and death. The morning sun  
Threw o'er its grimy wings a sheen of gold  
To symbolize that Liberty shall live,  
While, in the arms of God, the martyred dead  
Shall rest eternally, and willing hands  
Shall take their places here and rear again  
A thousand temples unto Liberty  
For every one that falls.

Nature is the best guide of which we know,  
and the love of simple pleasures is next, if  
not superior, to religion.

## William Marion Reedy

By M. Evelyn Bradley



He has an eye in his head that  
is splendid, luminous, fear-  
less and clear. It is like a deep  
pool, with shadows playing  
across it.

His head would have been  
too large for his body, had he  
been an ascetic, but he has  
corrected Nature's mistake,  
by bringing the rest of him  
up to proportion with his  
shaggy head. He weighs three  
hundred pounds, dressed

The lower part of his face suggests brute  
strength, with a touch of sybaritism. His  
hands are small and well-formed, like a  
woman's

He is as careless in his clothes, which he  
considers a small matter, as he is accurate  
in what he looks upon as important matters.  
His dominant trait is something between  
intellectual purity and a sort of sympathetic  
tenderness toward distress. He is austere  
in intellectual matters, unless his heart is  
touched, and when that happens, intellect  
may go hang.

In his witticisms he is generally aiming at  
fakes and shams, and rarely at persons. He



would consider it in even worse taste to ridicule a mental cripple than a physical one. He laughs at himself more often than at any one else.

So unerringly prophetic has he been in important matters, that he has come to be regarded as uncanny, by people who have less prophetic quality. One often hears him criticized for the things he prints, but never lauded for the things he does n't. He never intentionally hurts innocent people with his pen, but when he employs that implement on some one whom he thinks has earned his contempt, one can almost see his victim curl up, and hear the sizzle.

#### Some Reedy Characteristics

**O**N occasion, his capacity for beer causes one to cease to wonder at the proportions of the brewery stockhouses, but the only effect on him is to stimulate his memory about some long-forgotten anecdote or other about an odd personality whom he has known; or perhaps he will take a shoot off into literature, and resurrect some bizarre that has been lying dormant in that massive storehouse for years.

They tell a tale of him—those who remember the old days when he drank stronger stuff than beer: they say he had been away for a week, and the business manager was near crazy trying to find him, during all that time. At last he was located, and assisted to the 'phone. "Who is it?" he said. "It's the 'Mirror,'" came over the wire from the business manager. "My goodness! is that paper running yet?" he said, and hung up the 'phone, with instructions not to disturb him any more.

The most amusing thing about him, though, is his hatred of property: not other people's—he has no objection to those who want property having it, but he is in constant fear that some one is going to saddle some property on him, and then he thinks he'd have to pay the taxes, and collect the rents and sue off the tenants, and he is as afraid as a child who is going to be whipped.

#### Reedy's Philosophy

**H**E is a great faker, sometimes. He pretends things don't hurt him; sometimes he even pretends he does n't see them. It is his only hypocrisy, though—so he should be forgiven that. However, he is very vain; he wants pallbearers when he dies. Some one

once asked him why, and he replied, "So their names will be in the paper, even if they don't show up at the funeral."

And this big, kind-hearted fellow has paid for more than one poor human derelict's last resting-place.

His philosophy is best described by himself in a verse he wrote on the fly-leaf of Anatole France's "Penguin Island," which he sent to a friend of the writer's for Christmas:

Some satire for a satirist

Will pass,

I hope, for Merry Christmas.

Folks are fools in Nineteen Ten

As ere before.

What's the bloomin' answer then:

Love 'em more.

We've got to love 'em

And be sanguine,

God above 'em saves the penguin.

Really folks have a soul,

Take the chance.

Don' go all on Anatole France.

Lovely, is it, Mr. Harry,

To be smart;

But better 't is, odds bods and marry,

To have heart.

Bill Reedy has come to be perhaps the greatest individual influence in Missouri. Billy does not sit back and ask to be shown—he shows 'em! The daily papers take color from him more often than they themselves suspect. But that is not all: he is read more outside of Saint Louis than he is in it.

As a book-reviewer, he is perhaps not equaled in America, and one scarcely ever picks up that aristocrat of letters, "Current Literature," without finding his views quoted. Notwithstanding the romance that seems to surround his name, and the many different ideas extant about his life, a private detective on his trail would find it far more dull than on an assignment to track one of our pillars of society. He might, 't is true, follow them to the same neighborhoods, but were he a psychologist as well as a detective, he would find their visits were for vastly different purposes. Do you remember the man who trailed Peg Woffington, burst in the door, and found her playing the violin—for Triplet's babies!

I believe in the hands that work; in the brains that think; in the hearts that love.

## The Supply of Meats

By Hoke Smith



IN 1905 the Commissioner of Corporations estimated that the six principal companies engaged in slaughtering and packing beef controlled about 45 per cent of the entire beef business of the country. Other estimates placed it at 35 per cent. It is to be noted that there were in 1904, as shown by a special census of the industry, 1,221 concerns engaged in the business, and that the thirteenth census, reporting the figures for 1909, shows 1,641 concerns so engaged, an increase of 34 per cent in five years. There are no figures showing accurately the percentage of the country's total beef business done by these establishments. The total slaughter in 1904, as estimated by the Bureau of Corporations, was 13,000,000 head. Other estimates placed the total as low as 11,000,000 head, and still others placed it as high as 14,000,000. There has been no very great change in the total since that time. The Bureau of the Census reported for that year that the kill of the slaughtering and packing concerns then existing was 7,147,835 head of cattle. The remainder of the supply, whatever it may have been, came from slaughter on the farm and range and the kill of local butchers for their own retail trade. From 1904 to 1909 the officially reported concerns show an increase in output of fresh beef from 3,885,000,000 pounds to 4,335,000,000, and a decrease in output of salted and cured beef from 137,000,000 pounds to 126,500,000; an increase from 154,000,000 to 253,000,000 pounds of veal; an increase in fresh mutton from 461,000,000 to 495,000,000 pounds, and in pork from 4,148,000,000 pounds to 4,362,000,000. Of the latter item only 1,532,000,000 pounds was fresh pork. From the officially reported figures it may be guessed that the people of the United States consume annually not far from 10,000,000,000 pounds of fresh meat and not less than 3,000,000,000 pounds of meat preserved by smoking, curing or salting. Compared with domestic consumption meat exports are now quite considerable.

The census bureau reports that the number of concerns engaged in the slaughtering and packing business increased from 1,221 in 1904 to 1,641 in 1909; that the capital of these concerns advanced from \$240,419,000 to \$383,000,000; the number of employees from 87,500 to 107,000, and the value of products from \$922,000,000 to \$1,370,000,000. The margin of profit as shown by the official figures seems very small. The product value is supposed to represent the selling-price at the packing-house. That value in 1909 being \$1,370,000,000, the debit accounts of cost of materials, wages and salaries and miscellaneous expenses show a total of \$1,316,000,000, leaving a margin of less than 5 per cent on the business done. Because the stock is turned over perhaps three times a year the returns on capital are doubtless much greater and are probably satisfactory to the investors, but the narrow margin on sales disputes the popular notion that the packing-houses get most of the money paid by consumers to the butcher. When the so-called "Garfield report" was issued in 1905 it was made the subject of general derision because of its statement that packers' profits on beef amounted to only thirteen and a fraction cents a hundred pounds, or about 80 cents on each head of cattle slaughtered, yet it now seems quite certain that the figures were reliable and approximately accurate. At least the price of beef on the block does not seem to be materially enhanced by the packers' profits. ¶ The packers may or may not be violators of the Sherman law, but official figures appear to relieve them broadly if not clearly and definitely of responsibility for the advance in beef prices. For that a search must be made in other directions.

TO preserve liberty is the only use for government. There is no other excuse for legislatures or presidents, or courts, for statutes or decisions. Liberty is not simply a means—it is an end. Take from our history, our literature, our laws, our hearts—that word, and we are naught but molded clay. Liberty is the one priceless jewel. It includes and holds and is the weal and wealth of life. Liberty is the soil and light and rain—it is the plant and bud and flower and fruit—and in that sacred word lie all the seeds of progress, love and joy.—Robert G. Ingersoll.

## One Thing Needful to Know

By T. J. Brooks



NATURE has no pity, no desire, no hate, no love. She smites mercilessly all who violate her laws. She does not excuse ignorance nor pardon neglect. Transgress some unwritten law of health and down you go, no matter how good and useful your life may be. Pestilence nor famine nor misfortune take cognizance of morals or faith. "Obey the law or perish," is the inexorable mandate issued without quarter or favor.

The storm slays, the earthquake kills, the volcano consumes, the sea swallows, the sun suffocates and the North Winds freeze the just and the unjust. A river had as lief drown a child as float a ship.

Wild Nature is armed with tusk, claw, beak, horn, sting, fang and thorn to use as weapons of warfare.

About the only lesson man ever learned that is worth while is how to obey the rules by which Nature works. And the pity is that so many never learn it till too late—and some not even then.

The torture, pain, suffering, misery and anguish of the human race are nearly all traceable to the lack of knowledge and appreciation of Nature's ways.

Bismarck spoke of cannon-balls as the "iron dice of destiny"; Cromwell said that battle-ships were the best ambassadors; Napoleon said that Providence fought on the side of the heaviest artillery; Franklin said that the Lord helps them that help themselves.

Power backed by consummate skill rules the world. Soil yields to knowledge and work. The elements troop after genius to do its bidding. Both man and dumb Nature obey him who is Master by endowment and preparation.

We turn with horror from sin's awful work. "We are punished by sin, not for it." Peace hovers round purity.

How pitiful that so many are skilled in the arts and crafts and yet unskilled in the conservation of themselves!

The greatest art on this earth is the art of self-conservation.

Only a very small per cent of the brain-power of the human race is used. Wasted energy represents the waywardness of the pilgrims of this earth. Could all the inhabitants of this globe exercise the skill and power lying dormant, such changes would overtake the nations of the world as would bewilder and enchant.

Inaction is only a gathering together of forces for the coming leap—the fallow years are just as natural, just as necessary, as the years of plenty.

## Folly Dialogues

By E. D. Gibbs



I WENT into a Haberdasher's. "I want a necktie," I said to a man, evidently the proprietor, who stepped forward. He made the sale.

"Anything else?" he asked. He was very suave.

"Nothing else," I replied; and I turned to go.

"How is your underwear?" said he.

I halted, startled. No one had ever asked me so intimate a question before.

"My underwear?" I exclaimed. "What about my underwear? I don't understand."

"There 's been a big falling off in underwear," he replied, looking, as I thought, rather wisely at me.

I blushed. I could not help it. "Really," I responded, looking round the store to see if there were any lady customers or clerks near us, "what a situation! How do you account for underwear falling off?"

"Oh, just a break," he said cheerfully. "They could n't keep up—they simply had to drop. I knew all along they 'd come down."

"And you took no steps to prevent it?" I asked.

"No, indeed!" said he.

How curious! I thought.

"How about shirts?" he then asked. "I have a nice shirt at One-Fifty, worth Three Dollars."

"You 're fortunate!" I responded. "I have some at Five Dollars that are not worth Fifty Cents."

He seemed puzzled — “Wear mine, next time,” said he.

He startled me. The situation was becoming embarrassing. I saw no reason why he should offer me his shirt.

“How are your pajamas?” he shot at me, as I was edging toward the door.

I stopped. Was nothing sacred to this curious man?

I shook my head. This time I was determined to escape.

“And garters?” he said. “Don’t you want to look at some nice garters?”

My legs shook. “No, thank you,” I replied, this time hastening toward the door.

“Just a moment!” he hurled at me; “just a moment till I show you my new suspenders.”

¶ “Not on your life!” I yelled, as I opened the door and dodged into the street.

Once there I breathed freely. “Goodness! said I to myself, “how thankful I am that his wife did not wait on me! It would have been embarrassing.”

Since language can never explain to one who does not already know, and as words are never a vindication, silence when ballasted by soul is effective beyond speech.

## Electricity

By Arthur Edward Stilwell

✱ IN the dim, distant past, before Old World began,

Or Sun or Moon or Stars their wondrous courses ran,

I was born in the Ether of the great Long Ago,  
Before Time’s great Creator had sent the Rain or Snow;

A million and a million years before twice one was two,

I was just an Idea in Space’s azure blue,  
I saw the whirling world come forth from out the womb of Night;

I watched the wondrous Heavens formed of twinkling Stars most bright;

I sported in the Dipper and ran the Milky Way,

I watched Nature’s evolution of Night turned into Day;

I saw both land and mountain rise from out the deep,

Earth’s verdure spread o’er all—my silent watch I’d keep.

For I was just an Idea destined for earth some day,

And had to wait for Man—decreed to come that way;

For his was the Dominion of land and all the sea;

Part of this dominion was bound to come through Me.

So thus in caves I wooed him before the Age of Stone,

I courted him in pairs, I courted him alone. I tried to force the minds of youth and then of hoary sage,

And, had my years been counted, ’t would register an Age.

I saw the years of War, when Might was in full sway,

And watched and waited long—such Dreams must pass away—

Then straight from out that Ether, sent to bless all Earth,

I slid down Franklin’s kite-string—a humble way of birth.

But, when once I landed, I grew by leaps and bounds,

And now for Power and Light am used by all the towns;

I am used for scaling mountains and used for sailing seas,

To carry Conversation—fulfilling God’s decrees — —

The soul grows by leaps and bounds, by throes and throbs. A flash, and a glory stands revealed for which you have been groping blindly through the years.

## Response

By Leo J. Rabbette

WITH wild, keen Joy sweep Thou our souls, that we

The clear, high Beauty of the world may see. Fire Thou our hearts with Love’s swift,

tender glow That we the secret of Thy Beauty know.

Let Thy sure, sudden Power leap, our will to do,

That we in Beauty, Joy and Love create anew.

Friendship asks no rash promises, demands no foolish vows, is strongest in absence, and most loyal when needed. It lends ballast to life, and gives steadiness to every venture.

# THE FRA

EXPONENT OF  
THE AMERICAN  
PHILOSOPHY

Vol. VIII

MARCH, 1912

No. 6



Photo by Strauss

WILLIAM MARION REEDY

PUBLISHED MONTHLY BY ELBERT HUBBARD  
EAST AURORA ERIE COUNTY N.Y.  
25 CENTS A COPY 2 DOLLARS A YEAR



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AN ADVERTISEMENT BY ELBERT HUBBARD



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# THE FRA



EXPONENT : OF  
THE AMERICAN  
PHILOSOPHY :



Vol. 8

MARCH, 1912

No. 6

Any Man Is a Success Who Can  
Do His Work Without Supervision

Single Copies, 25 Cents; by the Year, Two Dollars; Foreign Postage, 75 Cents Extra

Elbert Hubbard, Editor and Publisher, East Aurora, New York

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## THE OPEN ROAD A FOOT WITH THE FRA

William Marion Reedy



IN the front cover of this Magazine is a picture of William Marion Reedy.

So far as I know, this is the first picture of Mr. Reedy that has ever appeared in a public print.

Reedy was born in decent poverty, in Eighteen Hundred Sixty-two. The place was "The Patch," in the city of Saint Louis. He lived the life of the lowly—was errand-boy,

carried newspapers, attended public school, then the commercial department of the University of Missouri.

At eighteen he became a cub reporter on one of the newspapers, and until Eighteen Hundred Ninety-three he served as writer and editor of various local publications.

Reedy was educated in the same school that produced Brann, the Iconoclast.

In Eighteen Hundred Ninety-three he became connected with the Saint Louis *Mirror*, a weekly that was given over to social events

and polite blackmail. Reedy then pushed what is called a vitriolic pen. Any man he roasted was immortalized—or killed.

No man ever flung the literary stinkpot with greater accuracy than Reedy.

He did the thing so thoroughly and so well that even the man that was hit often did not know it until weeks afterward, when he was informed by those unkind friends who ever bring you bad news.

Reedy was hired on account of his especial skill in going after the people who needed going after.

He became dissatisfied with his job and with the paper's policy, and the man he worked for became dissatisfied with the paper, because the entire city of Saint Louis had had a plethora of that kind of journalism.

Then it was that the man who owned the paper passed one over on Reedy. He presented Reedy a Bill of Sale for the paper, in payment of back salary. This was like the fellow who bought a New England farm, and they slyly slipped him two farms in the deed.

Soon the *Mirror* became known as "Reedy's Paper," and it has been Reedy's Paper for all these nineteen years, and is yet.

### A Teacher of Teachers

**F**ROM writing for other people in the way that they wanted, Reedy has written for himself. He has written right out of his heart, and into the hearts of many people. Reedy writes for writers. And usually he writes with red ink. He is a teacher of teachers.

He knows history, poetry, mythology, religion, politics, pedagogy, sociology, with a dash of the classics that gives his work a flavor. Born a Catholic and with a love of the ritual, he is yet the ablest rationalist in America.

¶ No man holds the torch of reason higher. Dogmatists hate him and love him by turns.

¶ Any man who can run a successful weekly paper in a big city must be a big man.

Most men write themselves out in a few months. Henry Labouchere did n't.

On the New York Sun, the average length of stay of a good, clever writer is six months. After that he becomes punk.

Reedy's brain brightens as the years go by.

¶ Also, the man has softened and become more generous, more kind, more judicial.

He always has an excuse for the wrongdoer. His heart goes out to the weak, the selfish, the absurd, "because they, of all people," Reedy would say, "need friends most."

¶ Reedy is the biggest man in Missouri, and his business is not to sit back and demand visual demonstration. He has gone ahead and shown, not only the people of Missouri, but the people of the West, a vast number of things that they had never before seen. Reedy possesses the universal mind; he is a sponge for facts, figures and folks. His theme is humanity. Since the death of Mark Twain, Reedy is America's great humanist humorist. And Mark Twain was born in Missouri, too.

### A True Cosmopolite

**R**EEDY is at home in every grade of society. There is no one in Saint Louis so high, so rich, so powerful that he can afford to affront Reedy. And yet Reedy would never see an affront.

He is in demand everywhere as an after-dinner speaker, and yet he does not find it convenient to attend but a very few functions.

He chases after nobody. He wants but little; he gives much.

The entire city of Saint Louis has been flavored with the quintessence of Reedy; and

Reedy's philosophy is the quintessence of commonsense.

He belongs to no church, to no party, to no clique. Nobody has a rope to his foot. He is a free lance, and it is to the credit of the people of Saint Louis that they subscribe for his magazine, and advertise in it until now it is on a very comfortable paying basis. It is no gold mine; because nobody can tell the truth and make much money. But Reedy is no longer compelled to write from the Debtors' Prison.

Happy Bill Reedy! Happy Saint Louis!

I assume that Bill Reedy has been a great sinner. What he has done, I do not know, and do not want to know. I only know that no man could live in the city of Saint Louis and follow the career of a newspaperman without taking a few falls into the muddy Mississippi.

It is not for me to write an essay on the benefits and advantages of sin, but I hope that some day somebody will be good enough, great enough and wise enough to do it.

But this I do believe, that no man can ever reach the serene, spiritual, mental heights that Bill Reedy has attained, unless in the course of his career he has been down in the depths.

The impeccable ones who persecute the sinner are people who are suffering from an excess of virtue. The sinner is never to be reclaimed through persecution and punishment.

Bill Reedy is not one of the impeccable. He is wisely magnanimous, and while he execrates the sin, he does not hate the sinner.

### An Anomalous Personality

**R**EEDY is not the typical American.

About him there is something unique, peculiar, individual. He has his own point of view, and he expresses it in his own way. In order to write well you must write as you feel—but be sure you feel right.

We have been told that America has only three writers who are genuine stylists. Reedy is one of these. There is no use to name the other two. If you do not know who they are, you would not believe it of them, anyway.

¶ Reedy has known the joys of life and he has experienced its pains and pangs. He has stood by open graves and heard the clods fall and echo on his dead hopes.

But sorrow could not crush him. And out of the darkness and gloom he has emerged,

unsubdued, a little quieted, however, but filled with a finer feeling of sympathy, which only those who have suffered ever know.

Loss, stupid misunderstanding, accident through fire, flood and flame, calumny and bereavement—all have been his.

He is the world's cheerful loser.

He makes no reply to personal accusations. He does not seek to justify himself or put himself right before the public. He knows that explanations never explain, and that your friends do not require explanations and your enemies will not believe you anyway. Life is its own justification for being, and the most that Reedy claims for himself is that he is right part of the time. Reedy is captain of his soul. ¶ Naturally, he is beautifully inconsistent, and if the logicians want to chase him through the printed pages of the *Mirror* for a year, they will find that Reedy will supply every argument for his own undoing.

He knows the law of paradox. He realizes that nothing is static, nothing fixed—that life is fluid, and all things are in motion.

Reedy possesses poise and power, plus.

In his writing there are no synonyms. There is the right word and he uses it, and none other. He writes for his ear, and his ear is attuned to exquisite harmonies. His *obiter dicta* set the thinking world a-vibrating. He talks for the elect few, and not for the many-headed mob. He pours his spirit into the *Zeitgeist*.

And although few, comparatively, know him personally, he has influenced the entire writing fraternity of America. We are all a little bigger and a little better and a little more generous because Reedy lives and writes.

#### A Molder of Public Opinion

**A**S a single drop of aniline will tint a cask of water, so has the spirit of this unpretentious, self-reliant man colored public opinion in America.

The one thing that proves the bigness of William Marion Reedy is the fact that he wants little. He does not ask for the approbation of society, or the admiration and approval of the critics.

He does not write to please any one class, sect or party. He is an independent, and he is the most fearless writer in America today.

Physically he is as big as Doctor Johnson, and mentally he is vastly superior to him.

All the wit, insight and prescience that Ursa Major possessed is the possession of William

Marion Reedy, and with it all he is able to laugh at himself, a thing that Doctor Johnson could never do.

Born in the city, in the slums, he now lives in the country, on a beautiful old-time estate, and runs a dairy and raises flowers as a hobby. How much he works, personally, on the land it might be indelicate for us to ask, but agriculture interests him, and the men who follow the plow and the girls and boys on the farms everywhere are his own children—for he has none other.

When his home burned down, with all of its precious personal nothings which no insurance policy could possibly cover, Reedy, mindful of the boy down at the office waiting for "copy," sat amid the ruins of his household gods and wrote a most humorous editorial on the event, giving his experiences in pyrography.

"A fire," said William Marion Reedy, "is a great experience. It is like death—something which none of us can really afford to miss."

¶ When Richard Brinsley Sheridan's theater burned in London, and the bystanders saw that the building was doomed, they set about to search for the owner. They found him in a wine-shop just across the way; and when they chided him for not taking a greater interest in the matter, he excused himself by saying, "Can not a man take a glass of wine at his own fireside?"

So writes Reedy, that if a man can not enjoy the lighting up of the midnight sky and the mad swirl of smoke and flame, and the excitement of the neighbors when his house burns, there must be something in his nature that is peculiarly lacking.

#### A Man of Parts


**T**WENTY YEARS ago, when Bill Reedy used to dip his stylus in muriatic acid, he had a fight most every day on his way down to the office. A good deal of the time he nursed a black eye—sometimes one, then the other. His nose is now a little on the bias, and he has two artificial front teeth, because the others were spit out on account of a blow from Nobody's bludgeon.

However, it gradually became understood that Bill Reedy did not endeavor to avoid a personal encounter. He was ready and ripe for anything that happened, and when anybody called him out, he answered the bell sure to see what the trouble was and to take a hand in the proceedings.

His personal courage is a matter of tradition ; there is a whole literature on the subject if one wants to hunt it up. But even in *bellum* days, Reedy never carried a revolver. The most he did in the way of self-protection was to take the middle of the street, and then when the aggrieved bunch came after him, he would back up to a convenient wall and take care of the disgruntled, one at a time, until the mob buried him so deep that nobody could get a good kick at him.

"Broken bones are one thing I am used to," he said to me when I found him lying in the Jewish Hospital a few years ago. He smiled, and pointing to the plaster of Paris cast that enclosed his leg, he added, "For the first time in many years I now have time to meditate—it's beautiful just to lie here and dream."


### Renan Reincarnated

 NLY a brave man, who has come by the thorn road, could reach the peace that is now the precious possession of William Marion Reedy. The man is respected, loved, and certainly nobody but the hypocrite fears him. His life has taken on an affirmative attitude, and Wisdom makes her home with him. He is the reincarnation of Ernest Renan. ¶ He grinds his griefs up into literary little-pig sausages and they are gone.

In innocent boyhood his parents planned for him a priestly career. That the lad had leanings in that direction are yet shown in a love of Latin, that occasionally creeps in when Americanese might answer.

But it is lucky for Cardinal Farley that Reedy did not become a priest, otherwise Farley, probably, would be minus one red hat.

### A Confession

 S for the rest, let the culprit speak for himself :

I have a pretty good time in life. Troubles and sorrows I have had, repentances and regrets. I am not conscious of anything in myself that entitles me to the blessings that have been mine. I have seen hundreds of better men go down in the great game in thirty years—better men in every conceivable way.

Oh, the roster of dear, dead, brave, good fellows who have failed and fallen, while I go on, with a smaller talent, a less rare soul than any of them. Not that I am such a success, not that I pose a false humility. I simply state the truth. I have been forgiven things that damned others. I have erred grievously and suffered far less than I should, though possibly one should not say this until the last chapter is closed.

My paths have indeed lain in pleasant places. ¶ Those other better men than I walked the burning marl and went out in dark defeat. There be folk who will remind me that there is another life in which will be redressed this and like inequities. That may be, but if such a reflection gives them any consolation it brings no fear to me. We are not now dealing with man *sub specie aeternitatis*, but with him here, now, for the brief hour in sun and shade, in the only world we know, "between a sleep and a sleep." ❧ ❧

Sometimes I think the only secret of success is to survive ❧ In short, mere health is an advantage that is incalculable. The person who has the strength may simply, through his power to persist, triumph over his own weaknesses, errors and sins. The festival of life should be for all. That we can make it relatively a universal festival I do believe. We can surely give more men and women more of health than is now their lot. Even in this inequality I have cited, we can see how it is in our power to make men equal. We can give them health and strength to survive. We can give them sufficient time in which to wear down and out their own evil passions and outlive their follies and fesceninities. We can give play to hearts and brains which failed of effectiveness simply through weakness of body.

For this, I have hopes of science, but science can not do it all. Granting that it might assure that we should all be well, that is, healthily born, nevertheless later life would bring many into environments and conditions in which they must succumb. I'd fill the world with clinics, with hospitals, with laboratories for research, of course, to strengthen men against mere disease. But that is not enough. Even though equally started, the race is not fair. For men come into a crowded world, into a world in which they have no share—and in which it is increasingly difficult for them to get their share.

The world and the people in it have been good to me ❧ ❧

I have had all that was coming to me and more, and have enjoyed it, frankly, often enough without ever a thought of those who got nothing. My good impulses have often flared up only to die out in sheer lethargy of well-being, and I have been praised for things for which I have deserved no credit, oftener than I have been blamed for things for which I was responsible.

Singularly fortunate have I been in my friends.

¶ No man ever had friends more enduring, more often called upon wantonly for support long since forfeited by his own follies and sins. I do not hate the world. I love it, and have loved the flesh, and the devil, too, nor even yet am I wholly cured. The pageant, the lights, the wine, the women, the songs, the roses—all



these appeal to me. All these are, in moderation—on which side I have seldom erred—the festival of life.

I have n't money enough to worry me—and often little enough to worry my creditors—and they 've been decent, too—but I have had the things that give joy.

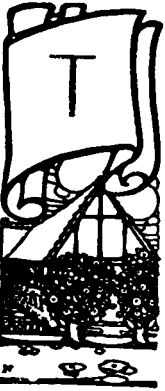
And I 've had some ecstasies of sorrow, too, in my time, though never that most debased of luxuries, self-pity.

When I think of how little others have had, with better right than mine, I confess it is not the world I hate, nor the people in it, but only me ♣ ♣

THE MIRROR: Weekly, Saint Louis, Missouri.  
Two Dollars a Year, William Marion Reedy, Editor and Proprietor.

Through our friends are we made brothers  
to all who live.

## Getting Together



HE woes of the Servant-Girl Problem disturb the sleep of the land; and we have the views of an eminent nerve-specialist for it that one-half of all cases of nervous prostration among women are traceable to this one cause. ¶ Where women suffer, men must suffer, too; and where both suffer a direct effect is had on vital statistics.

Whether the servant-girl or the mistress suffers most is debatable, but most certainly they each occupy a position where compromise means disgrace, and to live is dishonor.

Servants in a household are a disintegrating factor; they very seldom become an integral part of the community, nor do they allow the children to do so, because they usually do for the children what the children should do for themselves.

Emerson says, "The cornerstone of society is this, that, or the other, as the young orators may decide."

Some say the cornerstone of society is the family, but a family given to idleness and make-believe is a family given to quibble and quarrel, fuss and folly.

A family whose sin is conspicuous waste and conspicuous leisure is a cornerstone laid in soft silt. A society made up of a multitude of such families is a Jericho, around whose

walls the Joshua of destiny is already blowing his ram's horn.

We often speak of a village or a town as a "community," but the residents of a village are no more a community than are the guests of a hotel a family. These guests have no interest in one another, nor do they so much as speak if they meet in a hallway. To call a village a community is as absurd as to call the patrons of a hotel "guests."

In the average American village of five hundred or one thousand or two thousand people there is an absolute coldness and indifference existing among residents toward the majority of the people in the place. Such villages have from three to nine churches; and the people who attend one church never go to the others.

¶ Recently, I was in a village where the Baptist church building had been struck by lightning the day before, and the quiet chuckles of the Methodists and Presbyterians were plainly noticeable.

Around each little denomination swings a social clique that looks down on the others, and disdains and politely thwarts and blockades to the extent of its ability all the other similar social cliques in the village.

There is a public school, but not one parent out of twenty ever visits it or takes the least interest in its work or methods.

Religion, business and society in your average village are competitive, not co-operative; and such a thing as a communism of thought, purpose and ideal does not exist, and is not understood, even as a hypothesis.

### What the College Gives

¶ RESIDENT HADLEY of Yale has recently said: "The best thing the young man gets in college is the college spirit. The graduate of a university is forever a brother to all who go, have gone, or will go to the university. We speak of the college as our 'mater,' or mother. The university that best fosters the college spirit, or bond of fellowship, other things being equal, is the greatest."

A college to a certain extent is a community. It is a "collection"—and this was the original meaning of the term.

Well has it been said that "God made the country, man the city, and the Devil the small towns." The Devil always stands for dissolution—pulling apart—denominationalism ♣ The word "denominate" means to name,

and denominationalism is a struggle concerning definitions.

The villages that are the most beautiful and successful are where the inhabitants quibble least and work together most. The act of working together evolves the Mutual Admiration Society, and this forms an atmosphere in which individualism can breathe and blossom. "Great men come in groups," we are told. The fact is, common men often evolve into uncommon men, when they live in groups that work together.

For half a century the little village of Concord, Massachusetts, with its neighboring town of Cambridge, supplied America most of its literature, and the one great writer that America has so far produced lived there. Six men who made up the Barbizon School gave a tint to the entire art world.

The Mutual Admiration Society made Darwin, Huxley, Spencer, Wallace, Tyndall and Haeckel possible, and these men have changed the religious complexion of Christendom and given a new definition to science.

And the moral is—get together! You help me and I'll help you, and we will all help ourselves by helping everybody else.

The test is this: Which do you love most, Victory or Truth?

## Art and Impudence



AM told by a famous impresario, who gained some valuable experience by marrying a great actress, that whim is a purely feminine attribute. This, though, is surely a mistake, for there have lived men who had such an exaggerated sense of their own worth that they lost sight entirely of the rights and feelings of everybody else.

All through life they kept the stage waiting without punctilio. These men thought dogs were made to kick, servants to rail at, the public to be first crawled to and then damned, and all rivals to be pooh-poohed, cursed or feared, as the mood might prompt.

Further than this, they considered all landlords robbers, every railroad-manager a rogue,

and businessmen they bunched as greedy, grasping Shylocks. They always used the word "commercial" as an epithet.

Devotees of the histrionic art can not lay just claim to having more than their share of whim. All the professions are flavored with it.

In speaking to James McNeill Whistler of a certain versatile musician, a lady once said, "I believe he also acts!"

"Madam, he does nothing else," replied Mr. Whistler.

Is it not absurd to think, because a man has the faculty of doing a thing well, that on this account he must assume airs and declare himself exempt along the line of manners and morals?

The expression, "artistic temperament," is often an apologetic term, like "literary sensitiveness," which means that the man has stuck to one task so long and thought in one line so much that he has evolved into just a plain Ardenelaware Daffy Dill.

The artist is the voluptuary of labor, and his fantastic tricks seem to be only Nature's way of equalizing matters, and showing the world that he is very common clay, after all. To be modest and gentle and useful is just as much to society as to be learned and talented, and yet a cad.

### Mozart's Humor

TILL, instances of great talent and becoming modesty are sometimes found.

Mozart, for instance, had humor. He had a sense of proportion, and realized that there is a time to laugh.

And a good time to laugh is when you see a mighty bundle of pretense and affectation coming down the street. Dignity is the mask behind which we hide our ignorance; and our forced dignity is what makes the imps of comedy, who sit aloft in the sky, hold their sides in merriment when they behold us demanding obeisance because we have fallen heir to tuppence worth of talent.

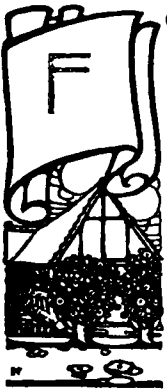
Mozart knew a big thing from a little one. When nine years of age he once played at a private musicale where the Empress of Austria was present. The lad even then was a consummate performer. He had just played a piece that contained such a tender, mournful, minor strain that several of the ladies were in tears. The boy, seeing this, relent-

ingly dashed into a "barnyard symphony," where hens cackled, donkeys brayed, pigs squealed, and cows moored, all ending with a terrific cat-fight on a woodshed roof. This done, the boy ran across the room, climbed into the lap of the Empress and throwing his arms around the neck of the good lady kissed her a resounding smack first on one cheek, then on the other. It was all very much like that performance of Liszt, who one day, when he was playing the piano, suddenly shouted, "Pitch everything out of the windows!" and then proceeded to do it—musically, of course.

The habit of merriment continued with Mozart, as it did with Liszt, all his life. As a companion I think I would choose Mozart—generous, unaffected, kind—rather than any other musician who ever danced, played, sang or composed, this just because he could laugh—even at himself. He always remembered the Eleventh Commandment. And for fear some reader of *The Fra* may not be familiar with the Eleventh Commandment, I'll just say it is this: Do not take yourself too dam serious. And the recipe for reforming the world is this: Reform yourself. —

If calamity, disgrace or poverty come to your friends - then is the time they need you. —

## The Post-Office Department



FOR the first time in twenty-eight years there is no annual deficit in the Post-Office Department.

Mr. Hitchcock assumed the office of Postmaster-General in Nineteen Hundred Nine, during which year there was "a balance in red" of something over seventeen million dollars. Now the Department shows a surplus.

A big surplus is not desirable, because the Post-Office Department is not designed as a money-making proposition. It is run for the benefit and accommodation of all of the people. But it is very desirable that it should be self-supporting.

Mr. Hitchcock has increased the average yearly pay of his employees about one hundred

dollars a year, and the salary account is fourteen million dollars larger than it was three years ago.

Of course, it is thoroughly understood that any man who brings about innovations, and is working for economy and increased efficiency, is going to be criticized, and so Mr. Hitchcock has come in for his share.

Any man who moves people is going to get tongue-lashed and ink-spattered.

But this is nothing to his discredit. Hitchcock has not endeavored to please any particular class, not even his own party, especially, but the results of his work prove that he has brought system and order and excellence to bear in a way that has never been equaled in the management of this most important Department. ¶ That is to say, Hitchcock is a modern American businessman.

### A Post-Office Commissioner-General

IT is an unfortunate thing that the Post-Office Department is, to a degree, a matter of politics, and that every four years we run the risk of having this vast business transferred and shifted into untried and inexperienced hands.

What we should have is a General Manager of the Post-Office Department.

Here is a business that turns over something like two hundred fifty million dollars a year, and the man at the head of it is paid a salary not equal to what many a good girl can make in vaudeville.

If we could make Hitchcock our Post-Office Commissioner-General, at a salary of, say, forty thousand dollars a year for life, not removable except for flagrant cause, it would be the happiest thing that could possibly come about.


Hitchcock has worked his way up from the ranks, and every promotion has been on merit, not pull. He has youth, health, common-sense—experience. Do you know another man so well equipped to get under this burden? One very difficult proposition is the readjustment of the amount that the railroads are being paid for carrying the mails.

The men who run the railroads are thoroughly alive to their own interests, and to deal with them is not the work of an amateur.

The railroads should be paid a fair rate for every and any service that they perform, but at the same time Uncle Sam should know what he is paying for.

Hitchcock's plan of introducing the Parcels Post by degrees, so as not to swamp the machinery of the Department, is a wise one. We must feel our way. But some day the ultimatum will have to be put up to the Express Companies, and no sophomore can do it. To deal with the Express proposition, the Postmaster-General must be an experienced man, with will like a rope of silk, otherwise he will surely be short-changed. Hitchcock has been serving a great apprenticeship. To turn him out, now that he has pretty nearly learned his trade, would be a most unfortunate proposition. If he has made mistakes, he 'll not make the same ones over again.

### Qualifications Required

 HE Postmaster-General should really be master of three great businesses:

1. The Business of Handling the Mails.
2. The Express Business.
3. The Railroad Business.

Unless he can grasp the question of costs in all three of these lines, the second and third items will feed on the first item, to the great disadvantage of the people.

No academic tackling of these questions will answer. Congress can't do it. No committee can do it. Whoever this man is, he would do well to learn a lot of things from the railroad and express folks. One vital thing he should learn is, how the express companies transport second-class mail-matter at a cent a pound and less, and make money by the operation.


¶ To put the Post-Office Department on a business basis is the work for one big man, and moreover, it is a life-work.

And no old man will answer. It is a fight of youth and strength and a will that never falters, against custom, inertia and grasping greed.

Do you want the job?

I don't.

Let Frank do it!

 NOW that the suffragettes are having their fling, the old saying about the hand that rocks the cradle will have to be revised.—*Maryland "Eagle."*

Curious that the male Editor failed to make note of the fact that another gentleman some time ago made the necessary revision of the choice old daffydil by inventing a ball-bearing, trolley-run baby-carrier that puts the old-fashioned cradle in the manger class.

## Investigation



AY close attention to Investigation.

Man is an investigating animal. Living naturally he will inquire—he wants to know. He is an eternal citizen of Missouri, by divine right, and his shibboleth is, "Show Me!"

¶ The willingness and the ability to investigate are distinguishing features of the strong and able person. Slaves

do not investigate, they crouch and crawl. Through investigating does the man become stronger and more able.

Strength is the reward of exercise. The prayer of Saint Cassiodorus was, "O God, give unto Thy servant the hospitable mind and the receptive heart."

To investigate subjects that are hidden and unknown to us, and by persistent mental effort make them clear, is the greatest joy known to human kind.

But there is no end to investigation.

After every height we scale, we see heights beyond.

Alexander died sighing for more worlds to conquer; but no such difficulty confronts us: we see a Milky Way of worlds to conquer. And as sane and sensible men we realize that the best of life lies in the struggle, and not in the achievement.

To investigate is to grow.

Socrates said, "If the Almighty should come to me with complete success in His right hand, and an eternal struggle for success in His left, I would take the left."

To struggle is to evolve: to investigate is to become. ¶ Before we study a theme or thing or subject, we should investigate and approve of it by our highest intellect.

The willingness to investigate precludes prejudice. It obliterates hate. It routs fear. To investigate means to appreciate good wherever you may find it. Investigation lights up the dark abyss where ignorance gropes and stumbles, and reveals to us beauties before unguessed.

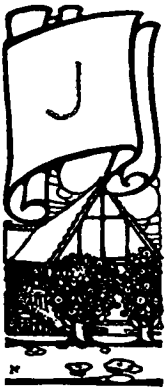
To be willing to investigate all creeds, all platforms, all sciences, all plans for human betterment, is to be lifted out of the slough of despond and made universal.

The opposite of universality is provincialism. Man is a citizen of the universe, not an alien or an interloper dwelling in a province. To be provincial is to be limited, but man by nature is divine and should set no bounds to his being.

Investigation strengthens Self-Reliance, augments Concentration, inspires Industry, and makes it easy to be loyal to his highest and best ❧ ❧

If you have not known poverty, heart hunger and misunderstanding, God has overlooked you, and you are to be pitied.

## Hiring Other Folks' Help



JUST about now the world is being made over.

Old ideas are passing away and new ones are being born.

❧ And in this time of transition there is a special demand for strong men who can change with the changing times, keep sweet, and out of the elements of the old create better things than we have before seen.

There are plenty of people who can work under instruction, when properly guided, but men and women of initiative are exceptional.

Especially do we need men of courage, who know right from wrong, meum from teum, and who can concentrate and consecrate their lives to whatsoever work their hands find to do ❧ ❧

To realize that you thrive only as the institution thrives with which you are connected, is a great mental achievement.

But to get the spiritual technique and live the part, instead of playing it, is better ❧ The striker, the jealous person, the one who can not co-operate, the one who looks for slights and insults, higher wages, shorter hours, favors, honors, ease, vacations and soft snaps, is slated for the toboggan.

Probably the railroad companies and our great corporations are largely responsible for the absorption of men of decision, patience and initiative.

The Big Boys all seem to have jobs!

The other day, when I met the President

of the Burlington System, and looked into the eyes of a man under forty—a boyish, joyous, fluid individual—I was surprised ❧ Your average Railroad President is supposed to be big, bold, grumpy, and semi-clerical—a sort of bully bishop. In the good old days he wore a full beard, with the upper lip shaved, and had a fine supercilious smile for every suggestion which he himself did not make ❧ The new American man of power is quite a different individual from either Squeers or Scrooge ❧ ❧

And so I was surprised when I grasped the hand of the head of the Burlington System; but I was not nearly so much surprised as when he took me over to a desk and introduced me to a young fellow of, say, twenty-five, who is the Vice-President and practical General Manager of the "Q."

These young men get, oh, say anywhere from twenty thousand to fifty thousand dollars a year, which is not much money at the last, but as a salary is pretty fair. They really earn more. They have no grump, grouch or kick coming. They get under the burden and carry it off with the same fine abandon that they might bring to bear in holding down first base.

### The Demand for Able Men

YES, the man of ability is needed as never before. Plenty of men can be hired at fifteen dollars a week; but if you want to pay a man ten thousand dollars a year, you have to hunt a long time before you find him. And then if you hire him, you will probably find you did n't get the man you hired, but another kind.

Wherever a man or a woman is doing particularly good work as head of a department in a successful concern, this individual is sure to be importuned by envious ones who hope to get him away, and thus infuse a little much-needed cherry-phosphate into their own concern. ❧ The plan of hiring away other people's help on promise of a higher wage is a very poor scheme. I refer you to all those fools who have tried it.

About the only way you can get a strong man who will act as first mate, or captain your ship, is to breed him, raise him by hand, educate him, and let Love, Time and Experience kick him into line.

This is the man who becomes valuable to the business—the youngster who enters at sixteen, and who is brought up in it.



Now, just suppose you have this strong, young, evolving person, and you are paying him forty dollars a week; and along comes your envious gentleman, pickled in his own business plight, and feeling the need of help—as we all do. His eye falls upon your intelligent rustler and immediately he puts forth solicitations ♣ ♣

He offers your man—or woman—twenty-five per cent more, one-third more, or double what you are paying, in order to get him to quit you and go with the caravan.

Finally the individual succumbs; and when he goes he is very apt to salve his conscience by getting up a grievance. And when he hikes he takes with him half a dozen of his assistants, to the great delight of his injured self and his new-found employer.

Now the question is, does this man fill the new position to the same satisfaction and advantage that he filled the former one?

On your life, no! The raise in salary has not made him grow—he has simply swollen.

Much is expected of him, because he is being paid big money. This very expectancy scares him. Also, alack, he is a stranger now, and his audience is not a friendly one.

In a few months out he goes, quietly and gently. He takes a trip to Europe—and the scenes that knew him once know him no more forever.

If, possibly, he should go back to his old place he does so at a reduced salary.

#### A Disappointing Experience

WHEN you hire away faithful helpers from a successful institution on the promise of big pay, the rule is that disappointment awaits all parties concerned.

The man who leaves under these conditions has a yellow streak in his make-up.

More pay for more work is right and natural, but bigger pay on the hope that the man is going to make good in a new position is a gamble ♣ ♣

I can well understand how it often happens that conditions in a certain concern are not desirable, for personal reasons, and a good man will go out and look for another job ♣ And that is all right. But let him make good first and get the pay as a result. To work up in one place and then make a jump to another in the hope that you are going to do better work is to fall into the yeasty deep.

You have to work up in the position that you

now occupy; for all the weaknesses you have you carry with you to the new job.

A man is not big because he gets a big salary, but he gets a big salary because he is big; and he should show his ability to earn this salary in the place he occupies before he gets the raise.

In my own little business I have had some experiences in this line. I have a list now of twenty-eight men and women who evolved in The Roycroft Shops to a certain degree of skill and efficiency where they were able to take charge of a department with ability and precision. Then they got chesty and were hired away. The streams of visitors through The Roycroft Shops make it an unfortunate place for a star actor. People want to hire him ♣ They think that when they get him away he will carry with him a lot of rainbow tints and the glory of the sunrise, and into a new position he will put color, form, brain, brawn, art and dolodocci. In every one of these twenty-eight instances, where the man was lured away on the promise of more money, the individual, when removed from the favorable conditions in which he evolved, flatted and failed to put it over. He may have been big and strong and fine in the old position, but when he was flung off into space as commercial nebulae he failed to whirl himself into a planet. At best he was a motor, and a motor gives off just what power is put into it and no more. What the man wanted who hired the fellow was a dynamo, and a dynamo is a thing that generates power.

So the argument is this: Beware of hiring people away, or of being hired away, on the promise of more money. If only the money catches you, you are not a man worth while.

¶ If the man goes for the same pay, because he likes the business better and thinks it offers bigger opportunity, that is all right. But just pay and nothing else is going to inflate him into comparative worthlessness.

¶ Money is a big factor, and I do not think lightly of it; but I know perfectly well that the man who puts the money proposition first in life is not a success in a business way.

You have to be married to your work, and you have to love it so that it fills your waking and sleeping hours. Then out of the concentration and consecration you bring to bear, big results will follow.

Money comes simply as an incident, and

not because you are bought, bribed and seduced by the rolling, bowling dollars to leave old friends for new.

### The Mainspring of Business

**D**OWN in Pennsylvania they pump oil from a dozen wells with one engine, by means of a mechanical device called a "grasshopper." The inspiration is n't in the "grasshopper"; it is in the boiler and engine. Should the visitor, seeing one of these busy "grasshoppers" doing such good work, buy one and take it home, it will pump no oil for him unless he can adjust it to his own engine. And what if he has no engine! And if he has, what of connections that do not connect with an oil-well!

When Ida Tarbell said, "Even the elevator-boys at Twenty-six Broadway are hired with the thought of making them department-managers," she paid the Standard Oil Company a great compliment.

To get an able department-manager you would do well to catch him young.

The concern that succeeds is the one that has a lot of youngsters coming along to select from; not the one that goes out and hires educated men with the hope of taking along some valuable usufruct in the way of trade secrets.

The fellow you can hire away from some one else, some one else can hire away from you. And eventually we get the "journalist," who is a newspaperman out of a job; or the "expert accountant," who is a bookkeeper looking for work.

If a man leaves a good job to go to work somewhere else at less pay, he does not enter with an inflated ego, and thus he may be in the line of promotion.

This is all a part of the great general law which provides that things which begin big, bust; and things that begin small, often grow big.

To be fired from an institution does not mean that the man is a failure—there may be temperamental reasons. Employees bounced by Jim Hill have never found it difficult to get good positions elsewhere, but not necessarily at bigger pay to start on. The big pay came when the man had proved his ability.

¶ If I knew I had the stuff in me, and could make good, I would rather go into a concern at small pay and work up, than to start at big pay and work down.

## What Profits It?



**KNOW** a man who studies Matthew Henry's *Commentary* three hours every day, and can show you the error of your way in five languages. During the past year he has read one hundred sixteen books. In his library there are three thousand volumes, and he knows them all. This man declares that Emerson's influence on the world has been for evil; that Darwin was an infidel; and that Froebel, who taught the divinity of all children, was a lunatic. And be it known that this man has read Emerson and Darwin and Froebel, too, so his opinions can not be accounted for on the ground of illiteracy. This gentleman claims that a person who can not read Hebrew is in no position to judge whether the story of Jonah and the Whale is literally true or not. When he explains (and this gentleman explains a great deal), he clouds intelligibility in pompous, portentous, polysyllabic garrulity. He receives a salary of nine hundred dollars a year—and will never be able to earn more; he is cold, unsympathetic, harsh and unfeeling, and therefore unprogressive. His intellect is proof against a new idea, and his soul calloused 'gainst all sublime emotion. He calls hell God's justice, and peoples Tophet with the folks he does n't like. As a teacher he has no magnetism; he is not an orator; and as a writer he possesses no style. His pen has never brought him a dollar, and never can, for in literature there is no market for the dead and rotten. He badgers boys, quarrels with girls, quibbles with women, holds long arguments with busy men, holding them on street corners, and offends innocent elderly persons by inquiring as to their fitness for death.

Now the question is, what avails our boasted educational system that can turn out such a product as this?—a man who can speak Greek, Latin, Hebrew, German and English, who holds degrees from three colleges, and yet at the last is only a grown-up gosling!

Nothing is difficult when you put your heart into it.

## The Squared Circle



NEW YORK CITY has come to the conclusion that the things the people want to do they will do anyway, and it is better to legalize the things that folks are going to do than to put them under the ban and add the zest of secrecy to a thing which a great number of men regard as innocent.

¶ And so New York City has licensed prize-fighting—within certain limitations, of course, as to size of gloves and the placing of horseshoes therein.

So comes from Oklahoma a man weighing about two hundred fifty pounds, and has a debate, Marquis of Queensberry Rules, in Madison Square Garden with a gentleman from Pueblo, Colorado, who weighs a part of a hundred pounds less. The little man punishes the big one until Senator Frayley, who introduced the bill legalizing this sort of amusement, and who happens to be present in the interests of the higher criticism, calls aloud in behalf of the big man that the fight shall be declared off. In any event, the big man gets ten thousand dollars, and the worst thrashing that ever a man got in the prize-ring since the days of bare knuckles. He spit blood all over his opponent, teeth as well, and the whole squared circle looked like a chapter of Upton Sinclair's wonderful poem on Packing-Town.

The day after the fight, the Governor of Oklahoma, Colonel Lee Cruce, sometimes facetiously referred to as "the Widow's Cruce"—for what reason I can not imagine—issues a pronouncement declaring that the New York State Law is on a par with the beautiful things authorized under the late Emperor Nero.

The New York law provides that five per cent of the gross receipts of the prize-fights shall be turned over to the State. "Thus," says the Governor of Oklahoma, "does a State go into partnership with crime." The Governor was present at the fight and saw his man receive the bully biff and the bulgeous bang. A good many people are wondering what Governor Cruce would have thought about prize-fights if his big man had won!

¶ In the meantime, whenever there is a prize-fight in New York, a great number of men attend in order to find out just how bad it is. At these exhibitions are always a good many preachers, who are present as a matter of education, and that they may be able duly to warn their respective flocks. That is what preachers visit New York City for. And that is what New York is for—so pious parties can see how bad a city can be and still go unswallowed by dire Fate.

Several high and mighty church bishops in this country are out against the "new woman." It is noted that they don't say anything against the "old woman" in general or particular.

## The Law of Absorption



ALL life is absorption—a sucking up, a blending of forces.

¶ Absorption and dissipation are the laws that govern all the processes of the organic and the inorganic worlds. I say absorption and dissipation, but, properly, there is nothing but absorption. Dissipation is but absorption seen from the other side.

The sun dissipates heat and light, but the earth consumes both. Moving bodies pulse their vibrations into the atmosphere, and the atmosphere is lost in ether. The seed drops to the earth and is lost in the soil; the oak comes forth and in time passes into decay, and is soil again, and seed again, and oak again. In the gaseous flames of the nebular orb a universe of forces is absorbed, and from the flaming retort of fire they are belched forth into infinite space in forms new and strange, to be absorbed again by withered worlds and spheres, passion-spent.

A mighty and consuming thirst pervades things. Naked forces skirt the topmost heavens and the nether depths of the seas, seeking to be clothed, hooded, wrapped, shod, absorbed in matter.

Who are the dead but those who have absorbed life, who in confined silences await new unions in mystic spheres?

Who are the quick but those who have come

to this plane to absorb planetary life and its myriad pulsing streams of sentiency?

Indeed, are the live aught but the peelings and tailings of ancestral existences—pale, wan relics of the dead, vibrant wraiths, trailing after them the forces and tendencies of their ancient lives?

The living breathe and move and have their being because they have absorbed their dead past selves, because they have passed through unimaginable modes of life and sucked into their souls the breath of the past. They stand before us as mere echoes, sounding-boards on which a note or two of the Great Diapason is registered. As a sponge sucks up water, so do we suck up life. Our eyes suck in the colors and forms of the material world, our ears suck in sounds, our palates suck in tastes, our nostrils suck in odors. These sense-ducts flow to the brain, carrying their flotsam and jetsam of impressions, and in that wondrous and ever-mysterious alembic the raw materials which the senses furnish are absorbed, minced, blended, and from the magic cells flow those complex ideas which give us *The Eve of Saint Agnes* or *Mona Lisa* ☛ ☛

What is that vast dream which underlies the somnambulism of the ages? What is that Idea which coheres through incoherency and stands forever calm through cosmic clash? What is it for which the seer has pined, the saint has prayed, and the devotee has wrought? Absorption—reabsorption in the one. Names differ; tendencies do not change. And whether we be Buddhists and accept the idea of the non-personal Divine Intelligence that is the substratum of the phenomenal world, where phantoms squeak and gibber and call it life; or we believe in the One of Pythagoras and Plato; or we accept the Christian metaphor of the Father; or we yearn for the Pure Being, or Non-being, of Hegelianism; or we crave for immersion in the Oversoul of Transcendentalism—whether it be any one of these, it is reabsorption we are consciously or unconsciously seeking ☛ It is this intuition that is the basic concept of all religious and religio-philosophic systems ☛

Liberal thought is under great obligations to the clergy, since their sons, thus taught by antithesis, are often shining lights of radicalism and freethought.

## The Spirit of the Age



MORE than four hundred years before the birth of the Nazarene, Socrates said, "The gods are on high Olympus, but you and I are here." And for this, and a few other similar observations, he was compelled to drink a substitute for coffee—he was an infidel!

Within the last thirty years the churches of Christendom have, in the main, adopted the Socratic proposition that you and I are here. That is, we have made progress by getting away from the narrow theology and recognizing humanity ☛ We do not know anything about either Olympus or Elysium, but we do know something about Athens. Athens is here. Athens needs us—the Greeks are at the door. Let the gods run Elysium, and we'll devote ourselves to Athens. This is the prevailing spirit in the churches of America today. Our religion is humanitarian, not theological. A like evolution has come about in medicine. The materia medica of twenty-five years ago is now obsolete. No good doctor now treats symptoms—he no longer gives you something to relieve your head or settle your stomach. These are but timely ting-a-lings—Nature's warnings—look out! And the doctor tells you so, and charges you a fee sufficient to impress you with the fact that he is no fool, but that you are ☛ The lawyer who now gets the largest fees is never seen in a courtroom. Litigation is now largely given over to damage-suits—carried on by clients who want something for nothing, and little lawyers, shark-like and hungry, who work on contingent fees. Three-fourths of the time of all superior and supreme courts is taken up by His Effluvia, who brings suit through His Bacteria, with His Crabship as chief witness, for damages not due, either in justice or in fact.

### Shifting the Burden

HOW to get rid of this burden, brought upon us by men who have nothing to lose, is a question too big for the average legislator. It can only be solved by heroic measures, carried out by lawyers who are out of politics and have a complete indifference



for cheap popularity. Here is opportunity for men of courage and ability.

But the point is this: wise businessmen keep out of court. They arbitrate their differences—compromise—they can not afford to quit their work for the sake of getting even. As for making money, they know a better way.

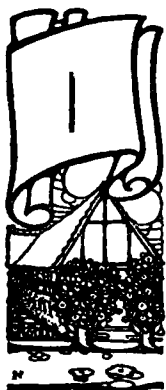
¶ In theology we are waiving distinctions and devoting ourselves to the divine spirit only as it manifests itself in humanity—we are talking less and less about another world and taking more notice of the one we inhabit. Of course we occasionally have heresy trials, and pictures of the offender and the Fat Bishops adorn the first page, but heresy trials not accompanied by the scaffold or the fagots are innocuous and exceedingly tame. In medicine we have more faith in ourselves and less in prescriptions. ¶ In pedagogy we are teaching more and more by the natural method—learning by doing—and less and less by means of injunction and precept. In penology we seek to educate and reform, not to suppress, repress and punish. That is to say, the gods are on high Olympus—let them stay there. Athens is here.

•••

I am not sure just what the unpardonable sin is, but I believe it is a disposition to evade the payment of small bills.

•••

## Twenty Greatest Women



AM in receipt of some kipple from a kind reader, who, among other things, says: "I have read your list of twenty great men with pleasure and profit. Would it be possible to compile a list of twenty women who are the equals of the men you name?"

It is not consistent to compare a railroad-train with an orange-grove, or a moonlight night with a steel-mill.

Also, it is as unfair to compare men and women as it is absurd to compare men, because God never duplicates—especially great folks.

However, at a hazard, I am going to name twenty women who deserve to rank, shoulder to shoulder, with the twenty great world-makers •••

1. *Sappho*, poet, teacher, philosopher. Aristotle, in many respects the best ballasted, most efficient man who ever lived, said of Sappho, "Her work in poetry is equal to that of Homer, and all poets and philosophers since her time have been profoundly influenced by her utterances."

2. *Euterpe*, philosopher, diplomat, teacher, mother. She incurred the jealousy and the wrath of many men in Athens. Commonplace people are never so honored. They accused her thus: "You are an alien!" Her answer was, "Yes, I am an alien, but my son is Themistocles." She was counselor and adviser of her son, the man who founded the glory that was Greece.

3. *Aspasia*, counselor, inspirer, friend and wife of Pericles, who took up the work of Themistocles and carried it through to a successful conclusion, and under whose leadership sculpture, drama, poetry and physical culture reached perfection, if ever.

4. *Cornelia*, mother of the Gracchi. When some Roman ladies at a Four-o'Clock were boasting of their gauds and finery, the two sons of Cornelia entered the room. The proud mother led them forward and said, "These are my jewels." She was the teacher of her sons, and when their power became supreme she was their chief counselor, and adviser.

5. *Cleopatra*, Queen of Egypt, beloved by Julius Caesar, the greatest man of initiative the world has ever seen; afterward wife of Mark Antony. Plutarch says, "Cleopatra was always a ruling Queen; she received embassies from every country in the world, and prided herself on being able to address each ambassador in his own native tongue." She knew history, and was an adept in philosophy, science and statecraft.

6. *Hypatia*, the world's first martyr to free-thought and new thought, organizer of women's clubs and a university for women. She was the first woman to demand equal rights for women before the law. She pleaded for opportunity. Her religion was that of monism, which is fast becoming the religion of today, and which will be the religion of the future.

7. *Mary Wollstonecraft*, author of *The Rights of Women*, and the able assistant to Doctor Johnson in compiling his dictionary. ¶ No author writes on the subject of women's rights or human rights today without quoting Mary Wollstonecraft.



8. *Elizabeth Fry*, a Quakeress, who reformed the prison system of England and gave us a new treatment of the insane. She was the mother of a big family, a good cook and a model housekeeper. She knew how to make money and save it. She was an orator and a writer. She said to the King of France, "Thee should build no dark cells in thy prison." And the King said, "Why?" And her answer was, "Because thee and thy children shall occupy them."

9. *Susannah Wesley*, founder of the Methodist Church, mother of John and Charles Wesley, and of seventeen other little Wesleys. She preached to the people from tavern-steps, in graveyards, on the streets. She did her own housework, and was a woman of singular power and strength of character.

10. *Caroline Herschel*, astronomer, musician, scientist. She lived to be a hundred years old, efficient to the last. At seventy she climbed a ladder and painted her own house, because she did n't care to call on a man for assistance.

11. *Sarah Wedgwood*, inspirer, partner and wife of Josiah Wedgwood, founder of Etruria, inventor of the famous Wedgwood art-pottery. She was the grandmother of a world-maker—Charles Darwin—and in degree Darwin was heir to her patience, her persistency, her purpose and her genius.

12. *Anne Hutchinson*, who first expressed free thought in America; orator and thinker; mother of fifteen children; banished from Boston; perished in the wilderness.

13. *Letizia Rothschild*, economist and teacher; mother of five great girls and five great boys. Her five boys were made barons in a single day, and the girls would have been, were it not for the accident of sex.

14. *Ella Flagg Young*, teacher, writer, executive, reformer.

15. *Mrs. Mollie Netcher*, business woman, financier, teacher, humanist; is never in the spotlight, but wields a very wide and important influence. The only woman in the world whose life is insured for one million dollars.

16. *Clara Barton*, teacher, executive, founder of the American Red Cross Society; spoken of by Abraham Lincoln as the most able and noble woman he had ever met. Exponent of peace, of commonsense in religion and education, advocate of the rights of women, children and dumb animals. Recipient of the Legion of Honor from France, the Iron Cross

from Germany, and many other decorations and degrees.

17. *Mary Baker G. Eddy*, who has diluted the power of the male preacher and the male doctor one-half. Two million people believe in her implicitly. A hundred million are influenced in their daily thinking through her philosophy.

18. *Alice Hubbard*, housekeeper, mother, economist, teacher, factory superintendent, farmer, hotel manager, writer, speaker and humanist.

19. *Madame Curie*, teacher, scientist, discoverer of radium; recipient of the Nobel prize.

20. *Susan B. Anthony*, Friend by birth and instinct, orator, writer, humanitarian; for more than sixty years living an active, expanding, public life; expressing herself forcefully, yet without heat, on every proper occasion. Those who knew her loved her; those who did not love her did not know her.

Every man who works in freedom simply reproduces himself. That is what true work is—self-expression, self-revelation.

## In the Lime-Light



OR the past few months, no one has been more in the "spot" than Mr. W. Morgan Shuster, sometime successor of the late Xerxes of Persia.

Shuster was born at Washington, District of Columbia, in Eighteen Hundred Seventy-seven, so he is just out of his short trousers. His first job was as page in the Senate. Then he became a stenographer in the War Department. Naturally, in Eighteen Hundred Ninety-nine, he drifted to Cuba, where he was made a cashier in the Customs Service. He was Collector of Customs at Manila from Nineteen Hundred One to Nineteen Hundred Six. After that he was a member of the Philippine Commission and Secretary of Public Instruction.

He is a bright, clever, rapid young American with a great head for details. He is a glutton for work, and a gazabo on finance.

The Persian Government sent an appeal to

President Taft, requesting that he should recommend some one to take charge of the Persian exchequer. And Taft named Shuster, being willing to spare him for reasons best known to himself. ¶ Persia has had a wonderful history. Pericles, four hundred fifty years before Christ, wrongfully made use of the treasure of Delos, a fund of about three million dollars that was raised for war purposes in case the Persian hordes should come marching in the direction of Greece.

Pericles, with this money, built the finest city the world has ever seen. No one complains now on account of the misapplication of funds.

¶ The motto of Pericles was the slogan of the Reverend Doctor Jowett, "Get the thing done and let them howl."

It was more than a hundred years after the death of Pericles that the money was badly needed for the specific purpose for which it was raised. ¶ The Persian hordes were then coming, sure enough, in the direction of Greece.

They reported a million empties going West.

¶ And Alexander, a youth of twenty, was made Captain-General of Greece, with orders to repel this Coxey's Army. He did so, and thereby won for himself a name, slightly tarnished, but which is still in the textbooks.

### The Bear Gets Busy

O, in Nineteen Hundred Eleven, Persia again is in the public eye, and America supplies a youth to rearrange the Persian finances. He does this to the great satisfaction of his employers. Persia is bankrupt. Practically, W. Morgan Shuster was the Receiver. He stood off the creditors, chief among whom was Russia, and was getting things in good shape when the Russian Bear began to growl.

¶ Russia thought that Shuster favored England and America in paying overdue bills. Moreover, Russia was very much afraid that Bill Shuster was to be made King of Persia, and that America was to annex the land of Darius Miller, who killed twelve good men and true at the Pass of Thermopylæ, or something like that.

In response to the protests of Russia, Mr. Shuster dictated to his stenographer several very sharp letters to the Czar. These letters were not diplomatic—not even polite—but they were understood, and the inference was that Russia should keep her hands off of Persia and oppress her own citizens, if needs be, and not bother about getting after a good

graduate of an American business college who was onto his job.

Russia then demanded that Persia should fire the youth, because he was too fresh. This, Persia refused to do, and Russia sent an army of something like ten thousand men or more in the direction of Persia in order to give W. Morgan Shuster the Blue Envelope. No American was ever so honored before.

Shuster refused to resign, and called upon the nations to come to his support.

In the meantime, the Russian hordes were marching upon Persia; and finally, the best society in Persia getting gooseflesh prevailed upon Shuster to throw up his job, on payment of a year's salary in advance, and a box of Pittsburgh stogies, to show the Pshaw's esteem. ¶ So Shuster is coming back home, and is to take charge of an interurban railroad and an electric-light plant, and also, he will act as President of the First National Bank of Oshkosh.

We are all proud of Bill. He was n't quite big enough to swing Russia into line, but he threw a scare into the Big Bear just the same. ♣ Persia is a little bit too near the Equator to expect very much from. Taking it all together, Shuster says that it is a good place for an American to get out of, and he's glad to be back in the land of little-pig sausages and buckwheat-cakes.

Moreover, Colonel Shuster says that Omar Khayyam His Rubaiyat is nine-tenths Fitzgerald, and not Persian at all, Clarence Darrow to the contrary, notwithstanding. ♣

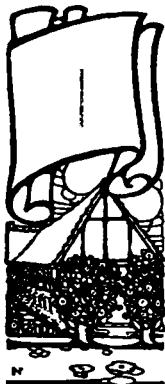
HE Bureau of Engraving and Printing at Washington used to be a most wonderful economic rat-hole, which, to use the language of the lamented Lincoln, would stand looking into.

But, now, thanks to Joseph E. Ralph, Uncle Sam's boss printer, things are getting around to a business basis.

Director Ralph receives a salary of six thousand dollars a year, Congress having given him a raise of a thousand dollars after much earnest palaver about a year ago. Six thousand dollars is a small sum for a man like this. ♣ He is saving the country a hundred thousand dollars a year, and is doing better work than has ever been done in the same Department.

¶ What the District of Columbia needs is more businessmen and fewer politicians. ♣

## A Wonderful Newspaper



It certainly marks an epoch in the onward and upward march of humanity when a daily newspaper can be issued in the United States and attain a paid circulation of two hundred fifty thousand copies daily, without printing scandal or retailing the details of murders, suicides, calamities and sudden death.

About three years ago, when the *Christian Science Monitor* of Boston was first discussed, it was prophesied that a paper of this class would only be run at a positive loss to the publishers.

Let any one examine the advertising pages of the *Monitor* today and he will be convinced that this newspaper is on a solid paying basis.

¶ A great many of its subscribers are not members of the Christian Science denomination, but they prize this newspaper, because it gives the things that a man of intelligence wants to know, and it omits all of the things which he does not want to know—those which are purely negative. If calamity and disgrace overtake an obscure person, the regulation “yellows” flash the news in black and red headlines, while the joys and successes of even superior people go unmentioned.

The one man to smother with silence and forgetfulness is the murder gent; and the *Christian Science Monitor* certainly gives all such absent treatment.

The *Monitor* tells of crop conditions and gives market reports; treats of college and school education; the building of roadways and the extension of railway-lines; gives records of new inventions, discoveries, and plans for social betterment; relates the principal happenings at Washington in a political way; briefly states the foreign news, and puts us in touch with the big doers and thinkers all over the world, and tells us what they are doing and saying. ¶ In fact, the things going on that are worthy and beautiful and right have mention and encouragement. News to this paper means good news.

Accidents, calamities, despair, woes, villainies, strife, crime and mischief find no mention in the *Christian Science Monitor*. Neither do its editors air their personal grievances, and

try to get even with their enemies with the aid of the linotype and the glue-roller. There is nothing about the *Monitor* that reminds you of the *Arizona Kicker*.

Were it not for the name of the newspaper you would never know it was issued by a religious body. Religion to the Christian Scientist is not something foreign to his work. It is a part of his daily life.

One thing sure, the *Christian Science Monitor* has no competition. So far, it is an absolute monopoly, without stepping on the tail of the Sherman Act. It has the field to itself. No other publisher in America has endeavored to issue a similar publication, or one patterned after the general policy that the *Monitor* is following.

That the world upholds the *Monitor*, however, pays for it, and supports it, is one of the happiest signs of the time. ¶ Now that the *Monitor* has proven to publishers that it pays to be decent, I expect to see the day when every large city will have at least one clean, sane, sensible newspaper, devoted to the good, the beautiful and the true.

HANKS to the engineering skill, the untiring energy of American enterprise, and the American dollar, the Panama Canal is soon to be an actual fact.

The principal thing is ready and waiting, and that is the water, but the rest will follow.

¶ As soon as the Canal is completed, the President's authority over it ceases. Congress must take the matter in hand, and quickly, too.

¶ We have agreed with the Nations in advance that the rates of toll shall be uniform, and that America shall have no special advantage over the commerce that floats a foreign flag.

¶ Already, England is busy building ships which will take advantage of the Canal. We have the Canal, but we have no ships to use it.

¶ The question of tolls has not yet been settled or even considered. There is nothing in the agreement with the Nations, however, to prevent our giving a subsidy to American shipping. In fact, England now subsidizes various steamship-lines, and we could follow her high precedent.

Let Uncle Sam stand by Big Business, and this Nation will work out a prosperity that will make the waste places green and cause the intellectual deserts to blossom like the rose.

## The National Reserve



MAN who does business in Wall Street once visited The Roycroft Shop. Ali Baba, who is the town constable, asked:

"Where is that feller from?"

"Wall Street!" was the reply.

"Wall Street—Wall Street!" mused Ali—"well, he can't play any of his funny business here!"

In the course of the day, the gentleman made the mistake of asking Ali, who was tagging him, to change a five-dollar bill, and Ali promptly pinched him on suspicion of being a short-change artist.

The objections to the National Reserve Association take only one form. And that is the possibility that the Association will fall into the hands of Wall Street, and thus be used for personal or party ends.

All agree that the reform itself is needed, and that the plan, if honestly carried out, is a move in the interests of co-operation, reciprocity and mutuality, for the good of all the people, and not for any special class.

But the dubious ones say that, for fear some one will steal from us, we'd better forego prosperity.

I know a farmer who refuses to go to town for fear some one will pick his pocket.

### Make-Up of Monetary Commission

THE Monetary Commission is not made up of members of any particular party. Both parties are represented.

The bankers of the country assembled in New Orleans, with delegates from forty-eight States, gave unanimous approval to the plan of The National Reserve Association.

These bankers are neither Republicans nor Democrats. They are just businessmen, and politics does not play a very important part in practical business. We want to serve our customers, and when a man comes in and asks for a little of our commodity, we do not question him as to his political preferences.

Banking is no more under the control of a party than are the courts, and we have the word of Martin W. Littleton for it, in his famous remark to Colonel Bryan, "Bill, in America there are neither Republican courts

nor Democratic courts; all we have is just courts."

Knowing humanity as we do, we certainly are aware that if certain individuals, unrestrained, had the power, they would use the resources of the Government for personal and selfish ends. Our safety lies, however, in a system of checks and balances and a publicity where public opinion is brought to bear. Our friends who fear that The Reserve Association will fall into the hands of Wall Street or of Democrats from Nebraska are themselves a symptom of the great panicky feeling which The National Reserve Association expects to obviate. Fear, apprehension, suspicion and doubt are the very things that bring on panics. It is melancholia in the microbe—the habit of anticipating trouble.

Once there was a tearful old maid, who refused to wed. "Because," said she, "if I marry I may have a little girl baby, and this baby will grow up and be a woman and probably marry a mollycoddle who smokes cigarettes."

And so the maiden lady wandered through life solitary and alone. She certainly avoided the calamity.

There is always a way to escape trouble, and that is, do nothing, be nothing, say nothing. The doubters now say, "Let well enough alone." This is the doctrine of *laissez-faire*—or to be frank, the tug of inertia.

Doubt is the antithesis of confidence. Distrust kills credit, and instead of banding ourselves together, and standing by each other by bringing about this great financial betterment of The National Reserve Association, we shake our heads and refuse to do anything for fear that the concern will fall into the hands of pirates.

As it is now, there is a congestion of power in banking. To do away with these dangers that today threaten us, and from which we suffer, is the very intent and purpose of The National Reserve Association.

Professor Laughlin, at the Trans-Mississippi Congress, demonstrated very plainly that at present there is centralization in banking, in that the great banks of New York and other financial centers now carry deposits of smaller banks throughout the country, and when stressful times come these smaller banks can not obtain their money and must, in turn, deny withdrawals and loans to their customers. That is what happened in Nineteen Hun-

dred Seven, when a panic was precipitated by bad banking in New York alone, when banks everywhere else were in perfectly sound condition •••

#### President Taft's Speech

**P**RESIDENT TAFT, in a written speech delivered at Seattle, expressed himself as follows :

" It should be noted that this Reserve Association is required to fix from time to time a rate of discount of prime commercial paper, uniform throughout the United States, and that this is greatly in the interest of the remoter sections of the country. The Government has a partial control through the Governor of The Reserve Association, the executive officer whom the President can select from a list submitted to him by the Board of Directors, and the Governor appoints the managers of the various branch banks. It is very difficult under these carefully drawn provisions to see how the bank is under the control of any agency except one looking to the financial benefit of the whole country. The directors of the bank have no motive in excessive profit to promote unfairly the earnings of the bank, because all earnings beyond five per cent will go into the Treasury of the United States. The Governor of the bank, who will undoubtedly be influential in the executive direction of the bank, appointed by the President but subject to the control of the directors, and removable by the President, will give sufficient governmental voice in the control, but subject, as he is, to an executive committee and to the Board of Directors as a whole, he can hardly be brought within any injurious political influence or intrigue •••

" The Board of Directors is quite as certain to represent the whole business interests of the country as the House of Representatives to represent the political views of the country. It is a careful and well-drawn plan to avoid the concentration of controlling influence, either in Wall Street or in Washington ••• I have studied the system with a great deal of interest, and I am unable to see how any objection can lie to it, on the ground that control is placed in a dangerous neighborhood. While the functions to be exercised are manifestly simple, even to the eye of the layman, for the purpose of furnishing a most elastic currency, and placing the control of the

reserves under an intelligent head, the direct-orate can be actuated by no motive for excessive profit in The Reserve Association itself because of the limitation of five per cent upon dividends to its stockholders, and will be influenced only by a general anxiety and care for the welfare of its constituents, which are the seven thousand or more national banks of the country, which represent, as completely as they could be represented, the general business interests of the country. It is, therefore, a plan which follows out the genius of our representative system, and it makes certain that the general trend of the policy must always be in the interest of general business and of the people at large. I earnestly commend not only to bankers but to newspapermen, and to intelligent laboring men, to businessmen and to farmers, a close consideration of the plan, and I am very certain that after they have sufficiently digested its comparatively simple provisions, they will see that its operation will tend to the encouragement of a banking equilibrium, to the maintenance of normal business conditions, to the constant meeting of the payroll, and to the diminution as far as possible of the cost of the disposition of the farmers' crops."

#### Edward B. Vreeland

**T**HE Citizens' League of Chicago, which is working to bring about The National Reserve Association, has had the advice and counsel of the Honorable Edward B. Vreeland, my neighbor over at Salamanca.

Vreeland is a country banker. Incidentally, he is Congressman and a member of the Monetary Commission. Vreeland is the true American type—born over the hills, going to the little red schoolhouse, taking the place of his teacher, attending Alfred University, where they teach girls and boys to work with their hands and do things as well as talk about them; to go without things and to live lives of genuine usefulness, asking little, giving much. Later, Vreeland became Superintendent of Schools, and learned to talk on his feet by making speeches on Friday afternoon. Soon his sincerity, earnestness and simplicity with all made an impression on the town and the State. Now he is a national figure.

My opinion is that there is no man in Congress who understands the history of finance and the present financial situation better than Vreeland. Here is what Vreeland says :



"Thinking that possibly my enthusiasm had gotten the better of my judgment, I have made it a point to listen to every speech in opposition to The National Currency Association. I have considered every criticism and objection carefully and well. And I now give it as my opinion, granting all the objections made are honestly made, that they are based on a misconception of the plan and an imperfect understanding of the issues to be met.

"I do not see how we can ever have stable, safe and expanding business in America until The National Reserve Association becomes a fact."

I would rather be able to appreciate things I can not have than to have things I am not able to appreciate.

## Following the Races



THE Chicago papers recently had an account of a woman of goodly birth, beauty and riches as well, who on entering an office and importuning the loan of a quarter was pitched bodily into the street.

¶ This woman now is only in her thirties.

Her downfall, she explained, was owing to her craze for following the races. She has brought suit against a firm of

bookmakers for ten thousand dollars that she says she lost through placing bets with them.

¶ Ten years ago her husband took her to a horse-race, and just for the fun of the thing showed her how to make a bet of five dollars on a race. She won, and at once again invested the money. This time she lost.

But she became filled with the foolish thought that she would eventually win out; so she borrowed money, stole money, hypothecated her jewelry, and went the mad, bad, sad way of the gambler.

She lost her husband, her friends, her fortune; and when she went to a former friend and begged the loan of a quarter she was regarded as a nuisance and forcibly ejected.

### Betting and Beggardom

FROM betting to beggardom is only a step!

No man can play the races continually and

win. Mathematically, he is bound to lose at last. John E. Madden, a man who is on the dead level, and who has made a million dollars out of horse-racing, says that defeat, and nothing but defeat, awaits the man who bets money on horse-races.

And of all the fools, the biggest is the man who bets on "a sure thing."

Madden has followed the business for a quarter of a century, and says, "I quit betting years ago, and if I ever bet again, it will be because the disease has gotten the better of my business judgment."

The bookmaker gets it all—he has but to wait and the whole thing is his.

It is just like the game of stud-poker, where the dealer takes care of all the bets, and gives the first booster an ace in the hole. If the boosters don't get the "live one's" money, the dealer will—he gets all the others have, as sure as death, if they continue to play. Do not imagine that all gambling is done in the cities.

"Man made the cities, God the country—but the Devil made the small towns." Hardly a village in America is free from the scourge.

¶ Gambling means blurred vision, weak muscles, shaky nerves. Loss of sleep, lack of physical exercise, irregular meals, bad air, excitement, form a devil's monopoly of bad things—and the end is disgrace, madness, death and the grave.

I am not a member of the Christian Endeavor Society, the Epworth League, the Baptist Union, the Knights of Columbus, or the Society for the Suppression of Vice, and all I say here is simply a little plain talk by one businessman to others, with all soft sentiment omitted.

Boys, we need all the brains we have in our work.

If by concentration, and by cutting out folly, we succeed in degree, we do well. But I do not believe we can reasonably hope for success unless we eliminate the pasteboard proclivities, cut out the ponies, or else follow them with a shovel—this as a cold business proposition!

Upon every face is written the record of the life the man has led; the loves that were his; the thoughts, the prayers, the aspirations, all he hoped to be and was not: all are written there—nothing is hidden, nor can be.

## Marxians vs. Fabians



WE are told that mankind has passed through the following sociological stages: the Savage, the Nomadic, the Agricultural and the Feudal. There are still rudimentary survivals of all these systems, which each can recall at will. ¶ We are now living under the Competitive System. But as the Pastoral Stage gradually—by imperceptible degrees, almost—fused itself into the Agricultural, so the Competitive Stage is passing into the Co-operative: we are recognizing that organization, co-operation and reciprocity are better than rivalry and strife. ¶ Socialism is a theory, based on the idea of co-operation.

There are two distinct schools of Socialism—the Marxian and the Fabian.

These schools disagree, only as to the policy to be adopted for reaching Utopia; and there is also a variance of opinion as to the distance to be traversed in reaching the Ideal City.

¶ The Marxian school takes its name from Karl Marx, a most excellent man, sincere, earnest, simple-hearted—a Jew, who saw with clear and vivid vision the wrongs and inequalities of society. Marx died in London in Eighteen Hundred Eighty-three.

The fact that one set of men had most of the culture, and another did all the work; that some had vastly more property than they could use, and that others suffer for the necessities of life—these things caused Marx to formulate in his own mind an Ideal Condition, where none would be cursed by either too much or too little.

Marx thought that this Ideal Condition could be brought about by voting the power out of the hands of the men now in control and putting in Socialists instead.

The Marxians want Utopia, and they want it now.

The Fabians do what they can, and take what they can get.

The Fabians take their name from the Roman general, Fabius, who about the year Two Hundred Fifty Before Christ fought the forces of Carthage, Gaul and Etruria to a frazzle by a policy of opportunism.

## Some Distinctions

THE business of liberal denominations is to make all other denominations more liberal. So have the Marxians made Fabians.

Let no one confuse Fabianism with the doctrine of *laissez-faire*. One is alert, vigilant and watchful of its opportunity; the other merely drifts. The Marxian will not compromise—he demands all, and will accept nothing less. But the Marxian is doing good service; his work is to infuse the spirit of co-operation into all the parties, and it is the Marxians who have evolved the Fabians.

¶ And the world progresses—that for which Marx contended is coming about. But it is not coming about in the way he supposed it would come. The parcels post was only a theory with him, the postal telegraph an idea. England now has both. You can send a telegram anywhere in the Kingdom for sixpence. Two-cent postage between America and Great Britain Marx never imagined, any more than he foresaw the automobile and the aeroplane. One by one we will take on social betterments in America, as fast as opportunity offers. The changes will come through evolution, not through revolution.

A man's measure is his ability to select men and materials and organize them.

## Queues and Shoes



WE are certainly living in wonderful times. An imperial edict has been sent out from Pekin, China, sanctioning the cutting off of queues, and stating that no one of the faithful will lose caste, either in this world or another, through the snip of the scissors.

This is certainly going ahead by taking things back.

Jonathan Edwards, great and good, said that Hell was paved with infants' bones, and for years the belief was preached from thousands of pulpits that the unbaptized, big or little, great or small, were doomed to eternal torment.

Now the denominations that trace to John Calvin, John Knox and Jonathan Edwards,

all disavow the paving proposition and agree on the divinity of the child.

So in China, for generations untold, it was preached that no Chinaman could ever hope to reach Paradise with a short hair-cut. So behold, in our own time, the final order going forth by the Sun of the Sun, or the party who occupies his office, to the effect that Paradise is not, like art, a matter of hair-cut.

Incidentally, the same edict says that parents need not longer deform the feet of their female children; that natural feet, even big feet, are just as acceptable to Divinity as are the little, deformed, stumpy, inefficient members.

Moreover, the edict suggests that a good, big, flat, efficient foot is a thing rather, on the whole, to be desired. ¶ Surely China is setting the civilized world a pace.

Civilized society, so called, yet dictates the manner of hair-cutting and hair-dressing, also the question of shoes.

Instead of sending out messages on such trivial, unimportant and local questions as the tariff and trust-busting, President Taft should follow the lead of Wu Ting Fang and issue a message to the people of America to the effect that hereafter all males can wear their hair in any way they wish, without suffering social ostracism or contumely, and that tight shoes and tight corsets are no recommendations to Paradise, either in this world or another.

Enthuse, promulgate, push, and any business prospers.

## Opportunity



FEW months ago the papers were full of news from Portugal. Revolution was rife, and the leader of this revolution, feeling positive that the tide had turned against him, committed suicide, when, lo! instead of disaster, victory was pounding on the gates, and his comrades swept on over his dead body to the success which their leader had not foreseen.

Cato committed suicide on the eve of victory.

¶ Over and over again we find men ready to give up at the pivotal point, when, if they

had just kept on one day longer, opportunity would have burst in the door.

That is a wonderful sonnet written by John J. Ingalls on the subject of Opportunity, wherein the argument is made that Opportunity knocks but once at each man's door. But the real fact is, Opportunity plays a continual anvil-chorus on every man's portals—but, of course, if he is knocking at the time he will not hear Opportunity when she knocks.

¶ Some years ago in San Francisco lived two clerks who had desks adjoining. They were so much alike—so much in competition with each other—that they bickered without ceasing.

They passed aspersions, then epithets, and finally paperweights and inkwells.

Then they rushed for the Old Man's office.

¶ They flatly told him that he must take his choice—one of them would have to go!

¶ He promptly fired them both.

It was a pivotal point for these two clerks.

¶ Being in the same boat, they now sympathized with each other. They decided to form a partnership.

They went down into Chinatown and started a store, employing only Chinese clerks. Whether they evolved pigtailed I can not say, but both of them learned to chin-chin in Chink, and had the epigrams of Confucius at their tongues' end. Also, they wore their shirts outside their pants, in order to prove the poetic unities.

They began to import Chinese goods and sell them to American stores. Later they moved over to China. And they now control practically all Chinese importations.

It was a pivotal point that made the fortunes of these young men—a pivotal point seized upon and utilized.

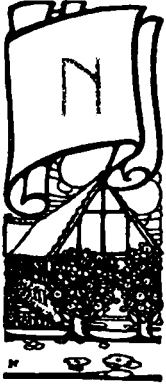
Are things going bad with you? Well, size them up, look them in the eye, and then right about face. It probably is a pivotal point in your career.

Everybody is punk at times. I am, anyway. The desirable thing is not to let the mood become chronic. Then, when the pivotal point comes, spread your wings and aviate.

It is a curious fact (or it is n't) that of all the illusions that beset mankind none is quite so curious as that tendency to suppose that we are mentally and morally superior to those who differ from us in opinion.

## Nature and the Professions

By Alice Hubbard



**N**ATURE is progressive. Evolution is her business and her delight. She works for the whole, and not for individuals. Individuals must take care of themselves or atrophy. She recognizes no exceptions to her laws. Nature has wonderful intelligence. She is kind, but kind only to those who obey her laws. Sins of ignorance are classed by her with other sins. She knows only one kind of a sinner—the one disobedient to Natural Law.

She is no respecter of persons. She is not interested in the greatness of ancestors, what they did nor what honors were theirs. Genealogy interests her only for those who are greater than their grandparents, who were evolved from a lower form.

Decadent gentry are abhorred by Nature. The eldest son of a king is no more to her than the youngest son of a peasant—unless he is a better human being.

Nature is busy creating and evolving.

"Here you are," she says; "take care of yourself: I have other work to do. These are the laws. Obey them and you will have no trouble. Disobey, and you put yourself out of my plan of life."

Nature dearly loves her children to obey.

### The Penalties of Disobedience

**N**ATURE has recently evolved a brain in the genus homo. Humanity is yet clumsy in the use of this brain.

It can scarcely be said of man that he thinks, although he is constantly experimenting in a thought world.

He is in the transition stage between being guided by his feelings and by his brain. Man feels much and is trying to think.

Before he had a brain he depended wholly upon instinct and kept close to the first principles of life.

As his horizon enlarged, he was lost in his surroundings. He forgot first principles and became absorbed in derivatives.

Being proud of his brain, he gave it the place of first importance. Everything he noticed

he explained, after studying upon the subject with his elementary processes of thought. Naturally, the abnormal attracted his attention most. Then the fantastic claimed his interest. Then disobedience received his attention, because disobedience is a departure from the normal, or the law.

One of his early interests was a sick man. The sick man was unlike the rest. What made him groan and make faces? It was frightful at first, then funny, and finally interesting, then an object of deeper study. Man singled him out from the rest and he became important.

The sick man, instead of getting up in the morning and going quietly about his work, demands the care of one, two or three persons. And we even today forget that he is a disobedient scion, unloved by and valueless to Nature. We pet and humor him and make him the center of attraction.

We study his case, we consult with others about him, we give up our honest work of production—creation—in line with Nature, and center on the unlawful.

We continue this interest until the abnormal becomes an object of thought.

Once the sick man was said to be in touch with Providence, especially interesting to Him. And then we made a great virtue of ministering to the sick, until the announcement of the indisposition of a neighbor was the signal to stop work and rush to the home of the afflicted.

Nature keeps right on creating, and cares nothing for such work. In her laws she has made provision for the healing of wounds and curing of troubles that come from the common accidents in learning to live.

But she does not stop her business nor hang crape on her doors for anything.

Man has filled his mind with the abnormal—departures from the rule of health.

Thousands of men and many women have given up their time to the study of the unlawful—disease.

Millions upon millions of dollars have been spent in erecting wonderful buildings of finest architecture to house and perpetuate diseased derivatives. And nearly every household pays tribute-money to men and institutions devoted to that which Nature does not love—negations, departures from the normal, the disobedient, the diseased.

We put a premium upon that which is abhorrent to Nature. We affirm that those who minister to the sick, crippled, insane, blind, are most pleasing to God.

But Nature shows her contempt for those who spend their time with disease by sloughing them early. It is not a healthy business—that of doctor and of nurse. They all have their turn in the hospital.

Nature does not have the doctor on her list of necessities. She loves only that which is creative, positive, evolving.

Nature seems to think more than she feels. She has sympathy only with health, life more abundant, the fittest to survive. The insane, defectives, blind babies, mutes, friendless, refugees, she does not love.

### The Meaning of Salvation

T were a childish idea to suggest that

Nature should have it her plan to create human beings who were condemned to eternal death! And it is folly to imagine that humanity could be saved from this imaginary awful fate only by an arbitrary scheme involving no law of Nature.

A child, well born, having abundant health, good-cheer, an active brain and willing hands, has all the salvation it can use.

The man who devotes his life to teaching an artificial sin and an artificial remedy for it, is not loved by Nature and has no place in her scheme of life.

### The "Governing" Classes

HEN we speak of the "legal profession" we do not have in mind a body of men who have given their time to the study and teaching of natural laws and how to comply with these laws. The suggestion that a law-school was composed of young people who knew, respected and obeyed the laws of health would cause merriment, because law-students are otherwise engaged. They are occupied with finding out what the client can and what he can not do and still enjoy physical freedom. They are learning how to look up precedents, to cite them effectively to the judge, and to convince him and the jury that his client is not guilty, or should have redress. Also, they are alert in the study of how valuable are the services of a lawyer, and how to get paid.

The original intent of the civil court was simple and good. The judges were men of power and responsibility.

Ignorant peasants came for advice and decision about right and wrong in a quarrel. The unlettered swain, being embarrassed, would sometimes engage a clerk to present his case to the great judge. This clerk evolved into the present-day lawyer who feels that he must get a living. His living comes to him via his clients, that is, producers of wealth, and from whom the lawyer collects his lusty tithe ♣ ♣

The place that natural government—mentorship—occupies in Nature is quite insignificant. She spends her energies in creating and evolving.

The place that civil government occupies in the minds of humanity is extremely beyond what it really fills in our lives.

To the layman who rises early, goes to his work for the day, and returns late, there is no place for civil government. To the peaceful citizens of the country, and in the village, and for most inhabitants of cities, there is none ♣ ♣

The city of Washington and the State capitols might disappear in a night, and the mass of the inhabitants of the United States would not be interrupted in their work of creating, manufacturing and distributing.

Nature would not know it. The flowers would bloom and send out their perfume just the same. The birds would sing their wooing songs, the sun would shine and the winds blow, without noting the incident.

The convincing proof that we have most faulty civil laws is, that every country has a tremendous drain on the wealth product of the country for the support of Army and Navy ♣ War is supposed to occur only to establish right relations. We should not have to kill our youth if our laws were even approximately perfect.

Nature has no army and navy for destroying an army and navy.

These men, trained to defend a fetish, are not hers.

Nature has no place for doctors and their derivatives, such as nurses, drugstores, asylums, hospitals, morgues and graveyards ♣ They are palliatives at best.

Neither does she use clergymen and their derivatives—churches, ladies' aid societies, foreign missionary societies, monasteries, convents, and charity institutions.

Nor lawyers and their derivatives.



Nor the Army and Navy and their derivatives. ¶ All these are non-productive occupations, maintained by those who work in harmony with Nature.

And producers maintain them because we have been taught that Nature was bad, at war with the laws of the fetish which abnormal minds have made.

The real sin is to disobey natural laws.

Nature teaches and warns us at the same time, by giving us pain when we are in danger of sinning.

Strangely enough, we have made a virtue of this real sin of disobedience, and have manufactured a fanciful one which we have focused our minds upon. This has taken precedence of sins against physical law. Natural law involves obedience to the entire moral code. It is easy to prove the truth of this statement.

Men occupied with unnatural laws are not creators nor in the line of evolution. They are, on the contrary, becoming something else and fast approaching the vanishing-point.

¶ You could imagine a world without these negations and their derivatives.

There would be left the people who produce. Foods would be more abundant, because there would be more workers in proportion to the consumers. The "high cost of living" problem would be solved when every human being became a producer as well as a consumer.

There would still be all the crafts, all the manufactories, and all transportation systems. Nothing that man creates would be diminished. All arts, schools, commerce, all places of beauty and learning, of culture and amusement, all homes and makers of homes would be undisturbed.

There would be love, hope, joy, gentleness and kindness.

Fear would flee away. We would accept life, and all that comes with life's experiences, with the same poise and as gently as Spring glides into Summer, and Fall fades into Winter.

Humanity would be in harmony with Nature, and at some time man might grow to understand and interpret her.

Forbid a man to think for himself or to act for himself, and you may add the joy of piracy and the zest of smuggling to his life.

## Is Advertising a Science?

By Bert Moses



OME very able gentlemen have been asserting for ten or more years that advertising is an exact science. The number who hold this opinion is larger now than ever before. Recently, a writer asserted that advertising science can predict what will come to pass; that advertising, when scientifically administered, is certainty; that advertising science will eliminate all chance and come home with the bank-roll every time.

All this I am willing guardedly to admit, but what I have been seeking as assiduously as ever old Diogenes sought the honest man is the individual who has mastered the science of advertising.

If there is such a man, or more than one of him, the world is ready to turn a flood of gold into his lap, and assign him an exalted place with Copernicus, Aristotle, Newton, Darwin and other giants who have lifted mankind from the groping stage to the plane of absolute knowledge.

A writer of ability can take the subject of "Science," and twist and turn it into a thousand different shapes.

He can encompass it in a maze of words that seemingly arrive at a more or less logical conclusion, but which in reality do nothing of the sort.

Nobody really understands what it all means, any more than you can understand Mary Baker Eddy's great book, or many passages in the Bible.

There is no science of health beyond the plain plan of living right, and this is something that any man or woman can do by simply doing it; but the trouble is most folks don't or won't.

The science of health tabus tobacco, but the fact remains that most people who reach ninety or one hundred years are inveterate users of tobacco—which does n't mean that they smoke cigarettes.

Really, the centenarians seem to know quite a little more about longevity than the professors.

### Physician, Heal Thyself!

**I** AM using this simile to point out this anomaly:

No professor of the science of advertising has, so far as my knowledge goes, ever furnished a conspicuous example of success attained by himself through following his own scientific laws with his own money. Why, in the name of science, don't some of these folks get rich themselves, instead of telling the rest of us how to do it?

I recently debated this question of whether there really is an exact science of advertising, with an editor gentleman whose views are mine reversed.

We waxed warm in support of the proposition that professors in colleges know more about advertising than practical advertisers who never went to college, but who have gone up against it, and spent their money for it, and learned by good old-fashioned knocks the things you can never learn in books. He asked me if I believed that navigation was a science.

"Surest thing you know," I replied.

"Well, then," he said, "in spite of its being a science, in spite of all precautions and modern equipments, a ship occasionally goes to the bottom in a big storm. So it is in advertising. Occasionally, scientific plans will fail, but advertising is an exact science just the same." ¶ And my answer was:

"Yes, but when the big storm comes up, if I am on board, I hope the captain will be some grizzled old tar who has passed through many storms, but has never passed through college. If the captain was a college professor, the sharks would surely have a feast."

My observation is that those who look upon advertising as an exact science are more often sellers of or dealers in advertising than buyers of advertising, and still more often men who never did any advertising at all.

¶ The newspapers very naturally hold that their kind of advertising is one of the essentials of the science, and so do the magazines.

¶ The street-car people are just as sure that their medium is a requisite.

The signboard and billboard men are equally plausible in presenting their plan.

All can point to conspicuous instances showing how their particular mediums have lifted advertisers up to the point where they could dump big surpluses into Wall Street.

Now, what each has to say is probably true.

¶ They all tell what they know, even though they differ widely, and knowledge is one of the definitions of science.

So, you see, when you come to formulate an exact advertising science, you are up against as puzzling a proposition as the little boy at the soda-fountain who does n't know which syrup to choose when all seem so inviting. ¶

### The Danger of Experts

¶ **THINK** any national advertiser would be willing to pay ten or twenty or fifty thousand dollars to an advertising scientist who can formulate a plan, and write copy, and select mediums, and put the whole thing through to absolute success, provided there is an approved bond or guarantee behind it all.

¶ There is a million dollars a year waiting for this scientist.

He can work a month and get enough real money to keep him all his days, and when he dies there will be an inviting residue for the legal sharks to quarrel over.

I am wondering what will happen when this scientist does appear.

There won't be any little stores nor any little factories then.

All dry-goods folks will become Wanamakers or Fields or Strauses.

All food-manufacturers will become Posts and Kelloggs.

All shoe-manufacturers will become Douglasses and Blisses.

All hotels will become Waldorf-Astorias and Ritz-Carletons.

All steamboat-lines will become North German Lloyds and Hamburg-Americans.

All men in the oil business will be lifted to an equality with Rockefeller.

All financiers will be put on the same level as Morgan.

Any clerk or workman can reach the same plane as his boss by scientific advertising, and in the finality there won't be anybody to make the goods or stand behind the counter and sell them.

There won't even be any customers, for each will have a big store or factory of his own. ¶ Just follow this thought to its rendezvous, and then turn over and wake up.

There are some things we know about advertising, and other things we don't know. ¶ We are learning more and more, but the

problems increase with our increased knowledge. —

The world is full of bright men today.

There are more than ever there were before.

¶ Competition is keen, and the battle for business is officered by men who study and plan and work incessantly to lure the dollar their way.

A few men will continue to rise to the top in their particular lines, and many men will continue to furnish the millions of bubbles that dear old Omar tells us about.

And the recipe for success in business is the same as the recipe for genius: Find the Man!

¶ There are certain essentials in all advertising successes, and the discussion of those essentials is eminently proper.

It is good to meet in clubs and associations, and co-operate in the propagation of ideas and relate experiences for the welfare of all.

¶ It is most praiseworthy to advocate honesty in advertising, to endeavor to solve problems, to learn display and illustration and printing.

¶ But to me it seems that advertising is harmed more than it is helped by representing it to be an exact science.

I have yet to meet any successful advertiser who will not openly admit that advertising is full of surprises, disappointments and inexplicable situations. All will confess that there is about it an indefinable element that sometimes works and sometimes does n't.

#### Essentials of Good Advertising

¶ O here is as sure a formula as a scientist can write:

A good article, or what you believe is good—something for which it seems a big demand can be created.

A good name, or what you believe is a good name. —

A good distribution, or what you believe is a good distribution.

Good copy, or what you believe to be so, and good mediums, including *The Fra*, of course. —

A good plan, or what you believe to be a good plan.

Good money or good credit.

Then go ahead and try it out.

¶ If you win, you are a scientific advertiser.

¶ If you lose, you should have consulted a scientist.



The goal of evolution is self-conquest.

## Flagging of the Motor-Car

By Robert Cade Wilson



THE motor vehicle has had about the hardest fight of any modern institution in establishing itself. When inventors made progress in solving mechanical problems, crass stupidity or greed blocked development. Self-propelled vehicles should have become practical thirty years before they came into general use. It seems incredible that the motor-car has been familiar on our streets only for about twelve years. After it did establish itself, it went ahead fast enough to make up for the time that was lost.

Lively interest in the self-propelled vehicles in this country began about Eighteen Hundred Forty-nine, as the pages of the *Scientific American* show. And the reason for it was the great gold discoveries in California. Of course there was no transcontinental railroad to rush the traveler from coast to coast. To reach the Pacific coast one had either to sail around Cape Horn in a fast clipper ship which took about two months to make the voyage, or journey overland in a wagon.

The imagination of inventors awakened to the possibilities. Even in those days the office of the *Scientific American* was the meeting-place of inventors. It seemed that everybody who thought he had a new idea wanted the editor to approve it.

There were plans for steam-cars warranted to climb mountains, if not to swim rivers. Such a minor point as the lack of good roads was as thistle-down to the inventors of "Prairie Cars," as they were mostly called. Of course there were many mechanical jokes, but among the ideas submitted were some so ingenious, so valuable, that they received serious attention in the columns of the *Scientific American*.

Most of the seekers for the steam-car were inspired by the work that had been done in England by Griffiths, Brunel, Gurney, Treve-thick and others. Gurney's car was in reality a stagecoach propelled by steam. It weighed two tons and could draw eleven tons on a good, hard road. Some of these coaches maintained a regular passenger service between Cheltenham and Gloucester, attaining an average speed

of ten to fourteen miles an hour. Of course American inventors and those interested in progress knew all about the work of Gurney and others through the *Scientific American*.

¶ The advocates of the horse realized that the self-propelled vehicle threatened the existence of the animal, although it was n't as imminent as they feared. All manner of prohibitive tolls and adverse legislation were imposed, culminating in an act passed in Eighteen Hundred Sixty-five which is a monument of stupidity and short-sightedness.

This act provided that not fewer than three men should drive the vehicle, that its maximum speed should not exceed four miles an hour, and that the "road locomotive" must be preceded by a man on foot carrying a red flag!

¶ As a consequence the steam-coach went to the scrap-heap, and the development of the motor-car was arrested for thirty-five years. Until Eighteen Hundred Ninety-six England developed only the traction-engine. England paid a heavy price for that act of Eighteen Hundred Sixty-five.

When, in Eighteen Hundred Eighty-five, Gottlieb Daimler perfected the gasoline-engine, which made the modern motor-car possible, and Levassor developed the car itself, as we know it, the *Scientific American* was very glad to exploit the good news. It has always been very earnest in doing all it could to bring the motor-car to perfection. Levassor was a member of the French firm of Panhard and Levassor, makers of wood-working machinery. He saw the possibilities of the motor, bought Daimler's French patents, and straightway set about designing the modern automobile as we know it. It was Levassor who devised the transmission system now used on every automobile, who placed the engine in front, who ran the axle and crank-shaft parallel with the side members of the frame. The car which led the world at that time was given the name of Levassor's partner, Panhard, while the name of the real developer of it was unknown to the general public.

Neither did Daimler get popular credit for his work, because a French agent, demanding a lighter car than Daimler cared to make, under his own name, put forth, under the name of "Mercedes" (after his daughter), the car manufactured by the German firm.

One of the most interesting and remarkable factors in the history of the motor-car in

America was George B. Selden, a patent attorney of Rochester, whose pretensions the *Scientific American* attacked. Before Daimler's time, Brayton, Lenoir and other inventors had been experimenting with the internal-combustion engine on road vehicles. Selden may or may not have known about their work. He was a patent attorney. About Eighteen Hundred Seventy-seven he experimented along the same lines, employing a clutch to throw the engine in and out of gear with the driving-wheels. He filed an application for a patent on May Eighth, Eighteen Hundred Seventy-nine, for a "road-engine." Had it been issued then, the patent would have expired, in the regular course of events, in Eighteen Hundred Ninety-six, just when the first motor-cars were seen on our streets. Selden would have had nothing to show for whatever time, thought and money he had expended on his invention.

¶ Selden realized he was ahead of the times. As a patent lawyer he knew the game, inside and out. He must file an application for a patent to forestall a subsequent inventor who might devise a more effective road-engine. He must also delay the issue of his patent until the industry was ready to pay him royalties.

¶ Under the law in force up to Eighteen Hundred Ninety-seven, an application for a patent could be prosecuted within two years after the last official action. Selden's patent was rejected on May Thirty-first, Eighteen Hundred Seventy-nine. An amendment was not required until May Thirty-first, Eighteen Hundred Eighty-one. Selden filed his first amendment on May Twenty-sixth of that year. By complying with the letter of the law, as a pugilist takes advantage of the count, Selden managed to keep his application alive until he was ready to have it granted. The letters patent did not issue to him until November Fifth, Eighteen Hundred Ninety-five—sixteen years after the application was first filed in the Patent Office—and at the time when they were most useful to him.

The *Scientific American* assailed the validity of the patent for its lack of novelty, the ground upon which it was ultimately set aside by the courts. With extraordinary adroitness those who bought the patent made use of it to dominate the entire automobile industry of this country. The royalty demanded was so small in amount that it was cheaper to pay it than to engage in litigation which meant years of fight-

ing in the courts and the expenditure of a fortune 🍀 🍀

All told, about eighty-seven firms paid tribute to the association to which Selden conveyed his patent. According to Frederick P. Fish, one of the lawyers who defended the patent, about two million dollars in royalties were collected before the courts decided the patent invalid. Ford, of the Ford Motor Company, refused to pay tribute and led the fight against the Selden patent, taking the ground maintained by the *Scientific American* for ten years before the final decision was reached. About a quarter of a million dollars was spent in the litigation.

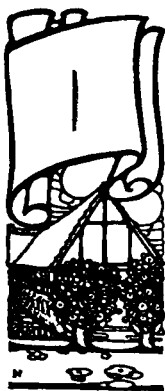
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Forms change, but nothing dies. Everything is in circulation. Men, as well as planets, have their orbits. Some have a wider swing than others, but just wait and they will come back.

🍀

## Motor Progress

By Charles E. Duryea



**I**F there were any tendencies for Nineteen Hundred Twelve to be seen at the great automobile show at Madison Square Garden, it is safe to say that they one and all lead toward a greater use of the automobile by every member of the family and on every day of the year. The student of the subject will not find many radical steps forward in any particular direction, but the general trend is distinctly practical and useful. One of the evidences of progress is seen in the increased use of closed bodies. Where the pleasure vehicle of a few years ago was utterly without top, today the situation is reversed and few cars are sold unless equipped with protection from the weather. In several makes of cars, tops are provided with glass windows which can be let down into the sides, after which the top folds and thus converts the car from a limousine to a touring type of vehicle. Glass fronts of many varieties keep out the wind, and curtains button from front to rear, so that almost every touring-car is now capable of being completely closed and thus 'defying the weather' 🍀 🍀

One of the drawbacks of driving in bad weather and on bad roads has been the necessity of

going out in front of the car to get at the starting-crank. With the enclosed car this is particularly annoying, because of the bother of unfastening the curtains or creeping under them. The self-starter as used on the Winton, Amplex, Cadillac, Maxwell, Simplex, Stoddard-Dayton, Pullman, Everitt, Chalmers, Hudson, Interstate, Peerless, Marmon and others absolutely does away with this objection and permits the daintily dressed lady to drive the big car in all kinds of weather.

The same thought applies to electric lighting. The short days of Winter bring darkness early in the afternoon, and the caller or shopper finds herself needing lights for safety in traffic and from the law. With mussy kerosene-lamps she gets dirty and greasy trying to get them lighted; but with the handy system now used she has but to push a button or turn a cock and the thing is done. No wonder she finds herself using her car in all kinds of weather and for all purposes.

Many such steps forward can be seen among the many cars to be exhibited at the Garden, each of which is not a great advance, but all of which help toward the more universal use of the automobile. In strictly mechanical things, the most exploited is the use of slide-valves. That the reciprocating poppet-valves commonly used are not the final forms many engineers now admit. That the slide-valve or some form of rotary is a big step in advance, few can deny in the face of the results obtained.

Clutches have been bettered, wheels have grown in size, springs have been lengthened or softened, bodies are wider and lower, mufflers have been much improved, oilers have been simplified, running boards have been stripped of their clutter, and even dashes are much less loaded with mechanism. These things all fit the auto to the use of the lady, who can with safety take her good clothing into the operator's seat and not feel a constant dread of getting covered with oil and dirt. Add to these things a general simplification and betterment, and it will be seen that there has been a considerable general advance, even though no great step forward in any single direction has been taken.

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If you have ceased to be moved by religious emotion, no longer dazed on piety, and are not swayed by magic, it is because the love instinct that is within you has unfolded to ashes of roses.



## Christmas

By William Marion Reedy



ESTIVAL supreme is Christmas, the children's festival, the festival of a God become as a little child—

Thus far had I got with the usual introductory to the Christmas number when the office-boy announced a man to see me.

"What kind of a looking man is he?"

"Looks like a farmhand."

Now, as all the hands on my farm had quit, without an hour's notice, leaving twenty-three cows unmilked, the horses, pigs and chickens unfed, and had gone off drunk, and full of oaths, the evening before, I wanted to see a farmhand, preferably one of the quit, that I might slay him.

"Show him in."

There entered a man shabbily clad, a man with a fair, round, though dirty, face, scrubby beard. His face was strikingly honest. There was a softness in the eyes that was prepossessing. But over all of him there was a sort of air as of one who was beaten. He fumbled his hat. He seemed to shrink into a chair, and then to look up like a whipped dog.

"What can I do for you?"

His lips trembled and his eyes filled with tears, and the words he would say seemed to stick in his throat. "I—I—I—am an ex-convict. I want something to do—something to eat. I—I—went to the *Post-Dispatch*, thought they'd print my story and give me something for it. They sent me to you. Maybe you'd like it, and give me enough to get a bite."

"When did you get to town?"

"This morning, on a freight, from Dallas. I was in the pen in Texas. I was pardoned about a month ago. I did fourteen years. They had me on seven cases of forging checks. I got two years on each."

"Was n't that pretty stiff?"

"Yes. The Prosecuting Attorney admitted it, when I said to him did n't he think that two years on two cases would be enough; but he said, while the people would be satisfied, he got twenty-five dollars for each conviction, and it meant money to him to stick me for

all the cases. I escaped twice. Once I got to Chicago and was sent back. The other time I got to Dallas, and was caught. Of course I lost my good-behavior time."

"Where are you bound for?"

"Well, my father owns a newspaper in North Carolina, and I'm trying to get there. I used to work on the paper. But I don't think I can make it. I wish I was back in the pen. If this goes on as it's been going, this life, I won't be long ending it. I was frozen on the freight and I've been hungry for two weeks."

"Have you done no work since your discharge?"

"When I left the pen I went out in the country to a little place and got a farmhand job. I was there a week. One morning I went out to work. When I came back in the evening I went to supper in the kitchen. All the times before, the whole family was at the table. This time there was no one but the head of the house—he was a sort of preacher. He said that I'd left my coat hanging on a nail in the kitchen, and his wife had gone into the pockets and found my discharge-paper and she said she could n't have a convict around the place, and he was sorry, but I'd have to go."

"What then?"

"I went to Dallas—tramped it. I was cadging in the street there when I was picked up by the police. I was sent to court and was going to the rock-pile, but a Catholic priest happened to be there and he spoke to the judge, and the judge told me he'd let me go if I got out of town. So I started. And I came up here on freights—froze stiff in the wind most of the time, except when they stopped and I got off and ran up and down the fields and warmed up. I tried the Salvation Army house here for a rest, but they were crowded, and I did n't have a dime. And the hoboies I met told me this was a dead town, and I thought I'd tell my story and get a few dollars for it."

"What is your story?"

"What I'm telling you. I came from North Carolina. Left home, and the old man made me a little allowance while I was moving around, not doing much of anything. Then I met a girl named Millie—she was playing *Ophelia* with Richard Mansfield down in Texas. I was crazy stuck on her and she

was on me. We got married. I did n't have enough to keep us both. She wanted more, or she'd go back on the stage. It was to get money for her that I done what I done. Passed checks, you know. I was caught. I don't blame her at all—not me. I knew better. She's dead now; died with the baby she had. The baby's in a Catholic orphan asylum in Memphis. I ain't never seen her since she was born—the baby; and she don't know about me. I want to see that kid some day." Here the man's face softened pronouncedly and he wrestled with suppressed sobs. Then: "Oh, I'm willing to work; look at my hands!" They were worn, gnarled, and severely chapped hands. . . . .  
 "Thank you," he said, and I told him to come around the next morning after a bed and a meal and I'd have a place for him to work. He left after inquiring if he could n't get a free shave at a barber's college—heroic, broken man. Then I rang up a friend of mine and arranged that my man should go to work on a certain job the next morning on presentation of a card from me.

### The Shame of It

**M**Y convict did not appear next morning, nor any morning, noon or night since. I wonder if he got that shave at the barber's college.

I went over his story. I saw the blowholes. I don't, for instance, remember that Richard Mansfield ever played *Hamlet* in Texas or elsewhere, or that any actress who played *Ophelia* to his Dane had died.

But I could not resume my article on Christmas, which I had intended should be palpitant with seasonable sentiment and the philosophy of *tendresse*. Especially when the office-boy said, upon my asking if the caller had come the next morning, "Naw; did you smell the booze on him?"

I could not build up a Dickensian thing—a *la* "Tiny Tim"—upon the experience, to touch my readers' hearts with the pathos of the plight of this man of promise brought so low.

And yet—I don't know that there isn't something more terrible in the man telling me the flimsy fake than there would have been in the story if it were true. The lie of it showed a greater debasement than the tale of forgery and long prison years. Moreover, the cynic, ironic touch of his inventing the

story to sell it to some soft-hearted editor indicated something that moved to laughter. Why, the fellow was an artist; capable of simulating and stimulating self-pity; and ready to coin it into cash. No art for art's sake, for him. He had a sense of his value as copy.

Besides, what a compliment he had paid me, in his assumption that I would not hear his story without responding to his need. Really, the fellow showed enough to prove that he might easily have been a better man. But for some deflecting influence of Fate, he might have been a novelist, delighting thousands with the heirs of his invention.

And was n't there something fine in his playing with his own misery as well as upon my sympathy, presenting it to me, and to others, in an arrangement carefully, though imperfectly, selective for a well-calculated effect? Upon my word, there was a sordid splendor in him.

There was that in him, anyhow, that made me wonder if perchance there had been more of the Christmas spirit in the civilization that produced him, he had not been a better man; whether, if things were more right than they are, with his talent for a story, his judgment of men, his conception of the value of his invention, he might not have been one whom we should delight to honor. He is a woful waste of material that contained germs of good—imagination is his, a godlike quality, and he knows the luxury of pity, because he could appeal to it with conscious artistry. Then there was that touch about the shave—a dash of ruined elegance.

He spoiled my Christmas article—but not my Christmas. So long as such as he are about preying upon us there is need for all we have, and considerably more, of the spirit of helpfulness which finds expression at this time. He is one of our failures—partly. There must be something we can do to prevent the multiplication of his kind in our age of progress.

Men who marry merely for gratification or propagation must expect to cope with and deal in a certain amount of quibble, subterfuge, concealments, and double, deep-dyed prevarication. And these things will stain the fabric of the souls of those who juggle them, and leave their mark upon futurity.

## Our Next President

By Elbert Hubbard



IN a recent little journey through the Middle States, meeting many men of various political faiths, I find that the sentiment seems to say "Taft." ¶ Whether Taft is a great man or not—fit to rank with Jefferson and Lincoln, the only two great Presidents we have had—is beside the question. The consensus of opinion seems to be that Taft is not a genius. But nowhere, at any time, have I ever heard Taft accused of duplicity and dishonesty. ¶ The man has a sincere reverence for truth, justice and right. Essentially, his attitude of mind is that of the judge. He is discreet, has a wholesome regard for the past, and realizes that our present position in civilization is owing to the fact that, in the days gone by, our political policies have in the main been right. Taft thinks well of America and Americans.

### Happy, Prosperous America

NO sane person doubts that life and property are safer in America today than they have ever been before. The health of the people is better. Happiness and prosperity were never so widely diffused. There is no problem of the unemployed. ¶ People who can do anything that the world wants done find a job. Wages are higher than ever before in history. And while it is true that the cost of living is also proportionately high, yet this very fact has set in motion plans for economic betterment which otherwise would never have found voice. Efficiency, industry and economy are now the big words.

Agriculture is receiving an attention which it never possibly would or could until food-supplies reached a point where the prosperity of the farmer was assured. Our wisdom grows out of our mistakes. He who can cash in his errors is certainly the superior individual.

Taft has had four years' preparation for being an efficient President of the United States. He has been going to school. He has been learning lessons. He is a more able, stronger and better man than he was four years ago. His integrity and purity of purpose are unimpeached. The country will be safer in his hands than in

the hands of any novice, or of any man who has ambition, plus, and who thinks he is better and wiser than the average citizen.

¶ "That country is governed best which is governed least," said Thomas Jefferson.

We need no dictator, and above all things we must eliminate the professional politician and the demagogue. What we want to do is to get government on a business basis.

The good President is the man who will not allow the Ship of State to run upon the rocks, nor be becalmed in shoals or shallows. He must hold her prow strong 'gainst any coming storm. As for innovations and building the old ship over as she sails, cathauling the crew and bullyragging passengers—these things are not required. The amount of influence of a President in the way of betterment has been much exaggerated. When an executive does not know what to do, let him do nothing, and when he does not know what to say, he should not say it. This country is great, on account of its workers, its creators, its distributors—the plain, simple people who go about their tasks and hold their peace. These are the people who make the world go round.

### The Heart of Taft

TAFT is essentially one of the plain people.

In his composition there is nothing of the demagogue. He has no desire to shoot up the town nor to visit a Spanish Inquisition on alleged malefactors. The policy of getting even with somebody is n't in his nature.

One of the best things about the man is his broad and expansive smile, and this is not a plaster-of-Paris grin. Nor is it the smile of complacency and smugosity. It is the smile of genial good-will, and tokens a kindly nature and a disposition which would grant to everybody the same rights that he asks for himself.

¶ Taft is right fifty-one per cent of the time, and the rest of the time he is never ridiculous.

¶ The nations of the world respect William Howard Taft. Even his opponents who give you his schedule of limitations and list his shortcomings have an admiration for his plain, simple and old-fashioned virtues.

The man is no caricature. He is no joke. He is a right, brave, noble American—an average man lifted into a powerful position—and yet one whose head has not been turned by flattery nor has he been drunk on power.

The man is no experiment. The world thinks well of William Howard Taft.

# WHY I USE PEBECO

BY ELBERT HUBBARD

**B**EING fairly civilized and reasonably genteel, I appreciate the necessity of having a clean mouth. Disease frequently finds its first manifestation in the mouth, and the individual who has a clean mouth and a good breath has nothing to fear so long as he keeps busy, does not exceed the speed limit when eating, and scouts the glooms. All the diseases of the teeth come from absence of cleanliness. By putting the mouth in a sanitary condition, the whole man is much strengthened. ¶ I use



because I used it once, and after using it the first time no other dentifrice satisfied me or gave me the feeling of absolute mouth cleanliness as does Pebecco. ■ ■ ■

¶ The sale of toothbrushes in the United States is twice as large per capita as it was twenty-five years ago. So you see that we are moving forward along the line of oral righteousness.

¶ Teaching Toothsome-ness in the Public Schools is a splendid thing. It is just as necessary to take care of a child's mouth properly as it is his brains. For the real fact is that there is no such thing as having good brains with a bad mouth. If I were to dictate what should be done in the Public Schools, I should say that this teaching be done with Pebecco. My reason is that Pebecco is the Tooth-Paste of modern science.

¶ Every good dentist will tell you this. There is absolutely no question about the efficiency of Pebecco. Every D. D. S. knows that Pebecco stimulates the salivary flow, neutralizes acidity and destroys harmful bacteria. It is an efficient cleanser and polisher of the teeth. It has a tonic action on the gum and glands. It induces good circulation; and good circulation means vigor.

¶ When things happen to your circulation you are on the toboggan-slide for a nice, cozy room in Bellevue. Discolored teeth and an unpleasant mouth are absent when Pebecco is used faithfully. As a dentifrice, it is pleasing, cooling, stimulating and pleasant.

¶ *The dentifrice that does not make you feel as fresh as the dew is not serving its purpose.*

¶ These are the reasons why I use and recommend Pebecco. It is absolutely the only Tooth-Paste which will preserve the teeth from the attacks of "acid mouth," the greatest cause of tooth decay. Fill out the coupon and send for a sample tube.

**Lehn & Fink**

133 William Street, New York

**Lehn  
& Fink,**  
133 William St.  
New York

Gentlemen:

Please send me Trial  
Tube of Pebecco Tooth  
Paste and Acid Test Papers.  
(Write your name and address fully  
and plainly.)

Name.....

Street.....

City..... State.....





About Your  
Roses  
and Our Kind  
of Perpetual  
Rose Garden

WHAT a pity  
that your out-  
door roses last but  
one short month.

Those you buy in the  
flower shops somehow fail to  
give the genuine pleasure that  
do those you grow yourself. You  
don't have that same delightful  
friendliness for them. They seem  
to lack something. Have n't you often  
longed for a greenhouse where you could  
have a perpetual rose garden—a garden  
filled with blooms from September till  
June? Have you ever talked it over  
with us? Perhaps you have an altogether  
wrong idea of their expense. Perhaps  
you don't know the wonderful possi-  
bilities of one of our indoor gardens.

Perhaps you think it means the usual vexatious building troubles—and disappoint-  
ments. Perhaps you are wrong on every one of your "perhaps." One of our repre-  
sentatives will come any time you say and gladly talk the "perhaps" over with you.  
Who knows but he may be able to suggest the happiest kind of a happy solution.  
The greenhouse in the illustration is attached to the garage. You may be able to  
do the same with yours. Then there's our catalog—you may prefer to see that  
before you see any of us. Let us know. A house ordered now can be completed  
in time so your plants will be in bloom before snow flies.

**Lord & Burnham Company**  
Irvington, N. Y. — Factories — Des Plaines, Ill.

NEW YORK St. James Building	BOSTON Tremont Building	PHILADELPHIA Franklin Bank Building	CHICAGO Rookery Building
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pelled to live. When I approach strangers a feverish fear takes possession of me, for I know that I will be misunderstood. But, O God, Thou lookest down on my inmost soul! Thou knowest, and Thou seest that love for my fellow-men and all kindly feelings have their abode here. Patience! I may get better and I may not—but I will endure all until Death shall claim me, and then joyously will I go!" The man who could so express himself at twenty-eight years of age must have been a right brave and manly man. But art was his solace, as it should be to every soul that aspires to become.

In the recesses of his imagination he saw the sounds. There

**W**HEN silence settled down upon Beethoven, and every piano was for him mute, and he, the maker of sweet sounds, could not hear his own voice, or catch the words that fell from the lips of those he loved, Fate seemed to have done her worst. And so he wrote, "Forgive me then if you see me turn away when I would so gladly mix with you. For me there is no recreation in human intercourse, no conversation, no sweet interchange of thought. In solitary exile I am com-

are men to whom sounds are visible symbols of forms and colors. The law of compensation never rests. Everything conspired to drive him in upon his art—it was his refuge and retreat. When love spurned him, and misunderstandings with kinsmen came, and lawsuits and poverty added their weight of woe, he fell back upon music, and out under the stars he listened to the sonatas of God. Next day he wrote them out as best he could, always regretting that his translations were



not quite perfect. He was ever stung with a noble discontent, and in times of exaltation there rang in his deaf ears the words, "Arise and get thee hence, for this is not thy rest."

**G**ENIUS is its own reward: for a man's best qualities must necessarily benefit himself. "He who is born with a talent, for a talent, finds in it his happiest existence," says Goethe. If we look up to a great man of the past, we do not say, "How happy he is to be still admired by all of us"; but, "How happy he must have been in the direct enjoyment of a mind whose traces continue to delight mankind for centuries." Not fame itself is of value,

but that wherewith it is acquired; and in the begetting of immortal children lies the real enjoyment.—*Schopenhauer*.

**D**IVISION has had its trial and has been found wanting. A day will soon dawn when, ashamed of its own ineptitude, abashed by its own inanity, condemned by its own cruelty, weakened from within the profession itself, and harried from the public without, it will fall into what will be to most



## Personality Wins!

In the first place what is "personality?" And, in the second place, what can The Sheldon School do for *you* toward a better understanding and a bigger development of "personality" as an asset for business success?

The answer to the first question is supplied by Webster. The second is found in The Sheldon Book, and this is an invitation to write now for your copy.

The development of strong and influential personality, like every other form of education, goes back to the first principle of "Learn How to Think"

Analyzing thoughts, dissecting ideas and concepts, showing men how to de-

velop the thinking faculties and how to "create" thought are essentially the business of The Sheldon School.

More than 52,000 employers and employees, in every department of business and the professions, have helped themselves to greater efficiency and bigger income thru Sheldon teachings.

Put yourself in touch with The Sheldon Courses in Business-Building, Salesmanship, and Man-Building this very day. Simply mail the coupon.



### The Sheldon School

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Chicago

**The Sheldon School, 1267 Republic Bldg., Chicago**  
Please send me THE SHELDON BOOK and full particulars.

Name .....  
Street .....  
City..... State.....  
Age..... Occupation.....

humane and reasoning individuals a welcome and well-deserved desuetude.

—*J. Stenson Hooker, M. D.*

**E**VERY man, however obscure, however far removed from the general recognition, is one of a group of men impressible for good, and impressible for evil, and it is in the nature of things that he can not really improve himself without in some degree improving other men.—*Charles Dickens*.

## A Bird That Does Not Sing

Is like a rosebush that does not bloom. Neither the bird nor the bush is natural. The reason for the bloomless rosebush will probably be found in the soil from which it is nourished. The reason for the songless bird is the same. It will be found in its food.

By a careful process of elimination and selection, the Philadelphia Bird Food Company has produced a perfect food for canaries. They have fittingly named this food

### Bird Manna

*It is a Food, a Stimulant, a Medicine*

For the foundation of this wonderful Food-Medicine, the Philadelphia Bird Food Company is indebted to the canary-breeders of the Harz Mountains in Germany. BIRD MANNA restores the plumage after moulting, keeps the bird in good health, and as a natural result it expresses its health and happiness in the only way known to it—song. ¶ You can buy BIRD MANNA of your druggist, or a package will be mailed to you for 15c in coin or stamps.

Orange Color Food, another of the Philadelphia Bird Food Company's products, will produce that beautiful, deep yellow color so much to be desired in the plumage of canaries. It is a food, not a drug, like most preparations for coloring the plumage of birds. Effective only during moulting season or while the feathers are growing on young birds. Put up in half-pint bottles retailing at 25c.

¶ The Philadelphia Bird Food Company have for many years made a study of birds and their diseases, and they have written a book about them. The Bird Fanciers' Handbook is a volume of 120 pages, amply illustrated, which will tell you how to feed your bird, how to preserve its health and how to make it a good warbler. This book will be mailed you for 15c.

The book and a package of BIRD MANNA will be mailed you for 25c.

¶ Orange Color Food, BIRD MANNA and one 32-page and one 120-page bird book will all be mailed to you upon receipt of 50c.

*Note:—Bird Manna is sold only in white metal caps, with trademark, P. B. F. Co., in red.*

The Philadelphia Bird Food Company, Philadelphia, Pa.

FOUR HUNDRED NORTH THIRD STREET

industry, human muscle is no longer the source of power, for the hand now directs and controls the untiring and unlimited power of great engines. ¶ Had a Jules Verne sought to imagine some universal servant of mankind, he would well have depicted some magic agent which would apply Nature's forces to do man's work; which could take the energy of her hidden coal, of the air, or of her falling water, carry it by easy channels and cause it to give the light of a million candles, the power of a thousand men, or to move great loads faster than horses could travel, to produce heat without combustion, and to unlock chemical bonds and release new materials. No

THE application of power has been the fundamental factor in bringing about the characteristic conditions of the era in which we live. The steam-vessel and the steam-locomotive, by revolutionizing transportation methods, made possible the present development of our country. It is the power of the steam-engine or the waterwheel which has substituted the power-loom for the hand-loom, with all the marvelous results which have followed. Similarly, throughout nearly every

such wonder was pictured by the imagination of the seers of the past; and yet a subtle force which transcends the powers of the imagination is daily doing all these things. First the toy, and long the mystery of the scientist, electric power is now a familiar tool for the accomplishment of the work and the increase of the comfort and pleasure of mankind.—George Westinghouse.

✱

Music is the universal language of mankind.

—Longfellow.

A PARTY of youths were pressing forward with eager feet along the road that led out of the mountains into the great world below. They were traveling toward gold and sunshine and fame, spurred on by that mysterious impulse which through the ages has ever drawn men and nations Westward. And as they journeyed they met an old man, shod with iron, tottering along in the opposite direction. The old man bade them pause for a moment, questioning them as to whither they were going, and the youths answered in one voice, "To the City of Happiness!" The aged pilgrim looked at them gravely. "I have sought," he said feebly, "over the most part of the world for the city of which you speak. Three such pairs as you see on my feet have I worn out upon this pilgrimage. But all this while I have not found the city. Yestertide I fainted from exhaustion by the roadway, and as I lay there I seemed to hear an angel saying, 'Behold, the City of Happiness lies at every man's threshold, and there be no need for him to journey far in its search.' And so now I am going back, after all these years, to my little mountain

# Big Ben



*They who rise to be Big Men,  
rise early every morn -- Big Ben*

AMERICA has had two Big Bens. — Big Ben the first said "Early to bed and early to rise, makes a man healthy, wealthy and wise."

Big Ben the second is helping us keep this injunction. He is relied on by men who follow Franklin's advice to plow deep while sluggards sleep. — "Better late than never say men—better never late" says Big Ben.

Big Ben is a long-lived and punctual sleepmeter for early risers.

He is mounted in a heavy, massive, triple plated case. His keys are big, handy, easy to wind. His face frank, open, easy to read. He is strong, sizable, handsome. — If he's oiled every other year there's no telling how long he will last.

A community of clockmakers stands back of him—Westclox, La Salle, Illinois. If you cannot find him at your jeweler, a money order addressed to them will bring him to you express charges prepaid.

**\$2.50**

*Sold by Jewelers. Three Dollars in Canada.*

home, and, God willing, I shall find there the happy city."—Robert Louis Stevenson.

BEFORE we can bring happiness to others, we must first be happy ourselves; nor will happiness abide within us unless we confer it on others. If there be a smile upon our lips, those around us will soon smile, too, and our happiness will become the truer and deeper as we see others are happy.

—Maeterlinck.



# Chiclets

REALLY DELIGHTFUL

## The Dainty Mint Covered Candy Coated Chewing Gum

No dealer is chucklehead enough to urge any other Mint Gum when his patrons want "Chiclets." Chiclets are the True Mint Gum of positive quality. Luscious, delectable and so clean; they please people of discernment everywhere. 5 cents the ounce, and 5, 10 and 25 cent packets.

SEN SEN CHICLET COMPANY, Metropolitan Tower, New York

matter, urged upon us by instinct, and enjoined by empirical law, we still find it expedient to practise under the guidance of scientific enlightenment, but with redoubled effectiveness and by more humane methods. The regulation of the propagation of our kind is still left almost entirely to instinct and empirical law, for the discipline of eugenics, urged by the late Sir Francis Galton and his followers, is as yet hardly more than a name. And we are only just learning to recognize the fact that in public morals, too, the uncertain indications of instinct can be greatly cleared and strengthened by a sincere appreciation of rational

**W**E have seen the physical welfare of the nations vastly benefited by the development of a rational system of public sanitation. The blind instinct, working fitfully and uncertainly, the empirical law, mysterious, imperfectly taught and often disobeyed, because not understood, have yielded a place to the promptings of science, clear, appealing directly to the reason, willingly followed when once recognized. Isolation of diseased persons, and proper disposal of noisome waste

analysis. But the modern trend moves on toward a clearer view and better practise, with instinct and intellect working together for good, each reinforcing the other, the one more primitive, more spontaneous, the other more secure, more convincing in its indications. And thus we rise to better things.—*Alfred J. Latka.*

A happy life is not made up of negatives. Exemption from one thing is not possession of another.—*Landor.*

THE perfect historian is he in whose work the character and spirit of an age is exhibited in miniature. He relates no fact, he attributes no expression to his characters, which is not authenticated by sufficient testimony. But, by judicious selection, rejection and arrangement, he gives to truth those attractions which have been usurped by fiction. In his narrative a due subordination is observed: some transactions are prominent; others retire. But the scale on which he represents them is increased or diminished not according to the dignity of the persons concerned in them, but according to the degree in which they elucidate the condition of society and the nature of man. He shows us the court, the camp and the senate. But he shows us also the nation. He considers no anecdote, no peculiarity of manner, no familiar saying, as too insignificant for his notice which is not too insignificant to illustrate the operation of laws, of religion, and of education, and to mark the progress of the human mind. Men will not merely be described, but will be made intimately known to us.—*Macaulay*.



**"Give Me only 15 minutes of your time daily—at home—and I'll Make You a Self-Confident Forceful Speaker!"**

says **GRENVILLE KLEISER** (lately of Yale Faculty)

**YOU** have been or will be called upon to speak in public—sometime—somewhere. It may be at a dinner or other social function, at a political meeting, or in your lodge-room. Can you "say your say" confidently and forcefully?

Grenville Kleiser's wonderfully practical Mail Course in Public Speaking takes only 15 minutes of your time daily in your home or office, and it teaches you quickly

**HOW TO Make After-Dinner Speeches—**

- " Propose and Respond to Toasts—
- " Tell Stories—
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- " Sell More Goods—
- " Address Board Meetings—
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- " Improve Your Memory—
- " Increase Your Vocabulary—
- " Acquire Poise and Self-Confidence—
- " Speak and Write English Correctly—
- " Earn More—Achieve More.

Let us tell you by mail all about this course which District Attorney Small, of Bloomsburg, Pa., terms "the best investment I ever made."

There is absolutely no uncertainty—no guesswork—about Mr. Kleiser's methods. We can give you indisputable proof of this. Mr. Kleiser has had years of experience as a teacher of public speaking in Yale and other leading institutions, is the founder and director of the Public Speaking Club of America and Great Britain, and is generally recognized as the foremost teacher of speech culture.

His Personal Mail Course is his life work. Into it he has put the ripe fruits of

his many years of experience as a teacher. We will send descriptive literature showing how Grenville Kleiser's Mail Course not only will teach you how to speak without notes at dinners and meetings, but how it will increase your self-confidence and give you a good memory, build up and augment your personal power and influence, and improve your use of the English language. How it will teach you to argue effectively and *winningly*—present a proposition logically and forcefully; how it will teach you to hold attention—to think on your feet. This Course will bring out the best that is in you, by making you a positive, clear-cut, convincing thinker and speaker.

Remember, this Course does not cost from \$30.00 to \$100.00 and upward, the tuition fees usually asked for correspondence instruction. Far short of it. The Kleiser Course costs very little for the value received, and if you should enroll, within the next thirty days the price to you will be only about one-fifth of what you would pay Mr. Kleiser for studio instruction—and the terms of payment are very easy.

By all means sign and mail the Inquiry Form so that you may learn all about this Course at once. No agent will call upon you—nor will you obligate yourself in any way by doing so.

**Detach, Sign, and Mail This Form Now**

**FUNK & WAGALLS COMPANY, Dept. 244**  
New York, will send me the course by mail without cost or obligation, references of the *Kleiser Mail Course in Public Speaking*.

Name \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

**W**HAT is music? This question occupied my mind for hours last night before I fell asleep. The very existence of music is wonderful, I might even say miraculous. Its domain is between thought and phenomena. Like a twilight mediator, it hovers between spirit and matter, related to both, yet differing from each. It is spirit, but it is spirit subject to the measurement of time. It is matter, but it is matter that can dispense with space.—*Heine*.





## BANKING BY MAIL

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THE idea suggested itself one day, when one of our boys asked to have us hold back three dollars a week from his pay and give the accumulation to him January First. You see, he had a thrift bee in his bonnet and wanted us to help him help himself. Going to buy a lot and build a house on it!

Right there, it occurred to us that this was an opportunity for us to enlarge the idea and help all our people who were so inclined. So, under the title of Elbert Hubbard, Banker, we paved the way. Simply a scheme whereby the boys and girls could have banking facilities handy, and at the same time derive more benefits than banks usually offer. About three hundred Roycrofters have accounts with us now, and when one of them needs a little money to start a home with, why, he can have it. We do not loan money to outsiders, and, in fact, do not want outsiders' business. The policy of the concern is a conservative one, and the main object a lesson—education and opportunity. ¶ We can just as well handle two or three hundred more accounts with the same expense, and so Roycrofters-at-Large are offered our banking opportunities. ¶ All accounts are subject to check at any time: we pay four per cent interest per annum on quarterly balances, computed and added to the account quarterly. Deposits of One Dollar and up received. ¶ East Aurora is a safe place to put that accumulating account for your boy and girl (and yourself, too).

---

**ELBERT HUBBARD, *Banker***  
EAST AURORA, ERIE COUNTY, NEW YORK

The catalog of The Roycroft School of Life for Boys is different. It will be sent to you, gratis, on request.



# JONES DAIRY FARM SAUSAGES

are really made on a farm, by farm people in a farm way. Our sausages are not "farm style" sausages made in a packing house, but real farm sausages,

made at our home beside the turnpike near a little country town much like the sort of town you visit once in a while. The country is the only place that a sausage recipe as simple as ours could have kept healthy for half a century.

We use only the loins and shoulders of little milk-fed pigs, home ground spices and pure salt. In the old days when the center of population was in New England, this was considered the only way to make good sausage, but it begins to look now as if we were the only people who hold to this view.

Most all FRA readers eat Jones Sausages, and know how to get them, but for the benefit of those who have waited until this Fall to get in line, we'll repeat the good old directions for buying.

Go to your grocer and tell him you want to be regularly supplied this Winter with fresh Jones Dairy Farm sausages. If he is a good grocer he will take your order and deliver you a pound or a two-pound package on whatever days you want them. If he says he "never heard of 'em," and begins to maunder about some other brand, let him go, and write to us. We'll arrange to make fresh, regular shipments to you at whatever times you want them. Generally, though, the best grocers sell Jones Dairy Farm Sausages, also our hams and bacon.

Write to us anyway for our booklet, which tells all about our sausages and contains many recipes for American cooking.

**MILO C. JONES, Jones Dairy Farm**  
P. O. Box 622, Fort Atkinson, Wisconsin



## The Success Guarantee

MR. NATIONAL ADVERTISER,  
NORTH AMERICA.

We accept your order for the insertion of the advertising of any honest and worthy product at one dollar and fifty cents\* per agate line, to occupy a position on a page with reading matter in the October, 1911, issue of Success Magazine, with the understanding that the edition (number of copies actually printed) will be not less than two hundred and eighty thousand.

On or about December 1st, 1911 (after returns have been received), we will furnish you with a correct audit of the net sales of the October, 1911, issue by Messrs. Gunn, Richards and Company, Certified Public Accountants, of 41 Wall Street, New York City.

Should this audit not show a NET SALE of more than two hundred and fifty thousand copies, we agree to refund to you an amount in cash (provided our bill has been paid as rendered) which will make the advertising rate to the advertiser three-fifths of one cent per line per thousand copies ACTUALLY SOLD. (All free copies, advertiser's copies, exchanges, returns, samples and subscriptions paid for by advertising or circulation departments, etc., excluded.)

No charge will be made under this agreement, for circulation, paid or unpaid, in excess of the above guaranteed sale.

Publishers of SUCCESS MAGAZINE.

New York, August 23, 1911

\* Contracts will be accepted at this rate covering insertions up to and including issue of September, 1912.

  
Advertising Manager.

The Success Guarantee is based on the quantity and quality of the service rendered.

- 1st—A guaranteed and proved NET SALE for each issue, all free copies and returns deducted.
- 2nd—A rate adjustment favorable to the advertiser, based upon proved delivery.
- 3rd—An advance subscription sale exceeding 80% of the total monthly sale.
- 4th—A position with reading matter, on a page carrying not more than 336 agate lines of advertising.
- 5th—A column 2½ inches wide, admitting the use of standard magazine copy and electros, thus furnishing the advertiser over 15% more usable space per line or inch than is possible in the narrower columns of other flat publications.

cite the case of the famous portrait of the Duchess of Devonshire, painted by Thomas Gainsborough. Some one slipped a knife around inside the frame, gently rolled the canvas up, then placed it in the false bottom of a trunk and brought it to America.

Here it remained in Brooklyn, otherwise known as the City of Churches, for over twenty years, when negotiations were made between the parties in charge of the picture and the lawful owners, by the late Honorable Patricius Sheedy. Twenty-five thousand dollars was paid to these gentlemen who were caring for the picture, and they relinquished it.

THE world's most famous portrait, it is believed is headed in our direction. This painting, by the most accomplished man the world has ever seen, is painted on wood, and has disappeared from the Louvre—frame and all.

Some one has asked, "What can the thief do with it?"

I am not in the predatory line myself—being fully convinced that it is not the best way to make money—but as a suggestion, I might

When I once asked my friend, Doctor Sheedy, what his commission was in the transaction, he replied, "Say, Fra, they did n't even give me the frame—see?" The Gainsborough was afterward purchased by Colonel Pierpont Morgan for the sum of, say, sixty-five thousand dollars. ¶ It will be a great achievement for America if arrangements can be made, with the help of counsel, to keep the "Mona Lisa" here, possession being nine points of the law, and sometimes ten.

✱ **T** is everywhere apparent that the thinking power in man is a great transformer of physical things. Thought put into iron makes an engine; into marble, a Galatea ✱ Thought is put into a granite-quarry, and a cathedral rises; into a garden, and roses bloom; into the earth, and metals come forth; into the soil, and harvests wave; into the sky, and the heavens answer back to the questionings of men; into the sea, and the deep gives up its secrets; into stone and mud, water and wood, and a city is builded; into the Alps, and the mountains are tunneled; into immensity, and the stars are weighed; into the human body, and a

divinity stands transfigured ✱ Millet gave a few francs for a piece of canvas. He then spread his thought upon it and it was worth a hundred thousand, to say nothing of the immeasurable satisfaction it has given the millions to look upon "The Angelus." Handel registered his thought upon a rudely-drawn staff, and "The Messiah" has ever since delighted the world ✱ Edison applied his thought to the electric current, and cities were lighted.—A. L. Piner.

# Old Hampshire Bond

[1]

**WHICH** letter do you read first? All things being equal, you pick out the best-looking letter, don't you? It's as natural as reading the leading article in your newspaper first. You do it without thinking—institutively.

So does your correspondent—the man you want to read *your* letter first—while his mind is open.

That is why you want your letters and envelopes to be Old Hampshire Bond.



Sometimes the printer doesn't understand these things, and with the best of intention tries to sell you something else. Be gentle, but firm—like Old Hampshire Bond—and get what you know to be right.

[2]

**YOU** should see the Old Hampshire Bond Book of Specimens. It shows a wide selection of letterheads and business forms. One style of printing, lithographing or engraving, on white or one of the fourteen colors of Old Hampshire Bond, is sure to express exactly the feeling tone you desire for your stationery.

*Hampshire Paper Company*

*South Hadley Falls  
Massachusetts*

*The only paper makers in the world making bond paper exclusively.*

[3]



You also need a personal note-paper.

**NO** man *likes* to use his business letter-head for a social or personal note. It's like talking shop at a reception, or using office vernacular to your guests, or doing anything else that's out of place.

Every business man should have two kinds of stationery, one for business letters and one for private correspondence. For the latter we make

*"The Stationery of a Gentleman"*

a firm-textured white notepaper with matched envelopes. It's a man's paper—in contradistinction to frilly, feminine notepaper.

Sample box for 4 cents postage. Just to try, we'll send you enough for several letters, if you'll help out on the postage.



**LET** not the littleness of people disturb you. Remember that if you have been made big enough to do big things in life, you have been made large enough to overlook little things. So do not imagine you are great so long as by sifting yourself you find jealousy, hatred, malice, or even the spirit which frets in your heart. These and Greatness sleep not in the same soul.—John Trotwood Moore.



There is no solitude in Nature.—Schiller.



## Barcalo Buffalo

*Unbreakable Corners*—that is one way in which Barcalo beds differ from other metal beds—*Because Made Right.* Not of cast iron that snaps easily and ruins the bed, but of malleable iron that will stand any blow without breaking.

### Exclusive Barcalo Features

Barcalo iron or brass beds are not only unbreakable but have a pleasing, enduring beauty—you *won't* tire of them. Guaranteed for 35 years. The enamel is baked on and will not chip or peel. The lacquer on the brass beds is very durable. The corners fit snug and keep head and foot perfectly rigid, but go in and out easily.

Ask your dealer for the Barcalo Bed—Every Barcalo Bed bears the above Trade-Mark.

Whether he carries them or not, send us his name and we will send you our

### Style Book of Beds FREE

Over a hundred styles of Barcalo iron and brass beds and cribs—\$10 up. We also make it convenient for you to buy any one you select.

**Barcalo Manufacturing Co.**

No. 6 Louisiana Street, Buffalo, N. Y.



THIS IS OUR GORDON IRON BED

observed. We are today entering an evolutionary stage which in some ways parallels that wherein the State religion of Ancient Rome broke down, disintegrated, and died the death, leaving a comparatively clear field for the triumph of a new and far more vital faith.—*G. A. England.*

**R**ECKON not, my brother, this world-side verdict of victory or defeat. The victory is not in verdicts, but in the spirit of your fight. Life is not for ease, softness of comfort, lily-bed peace and dainty pleasure, for fortunate grasp and secure possession—life is for the forging and tempering, by every imaginable fiery baptism, test and

*Advertisements pull only when written by a pen well pushed. Fra Elbertus will write your Ad, and I will see that you get service, set-ups and a bill.*



**JAMES WALLEN**

*Advertising Manager  
The Roycrofters*

**T**HAT dogmatic creeds are losing their vitality among us today admits of not the slightest question. Not even the activities of all our theologians, our religious writers and publishers, our revivalists and church-endowment workers can hold back the rising tide of liberalism, of materialism if you will, that threatens to engulf even "the hopes of perdition" so dear to our progenitors. One prime indication of this tendency is the rapid multiplication of cults now everywhere

impact, of the beautiful spirit out of the dull ores of circumstance and matter. Life is first, and above all things, for growth, for the unfolding of the fine, and the evermore fine, of the beautiful, and the evermore beautiful, from the smallest atom guessed by science, from crystal, flower, beast, man, world, God, forever and forever, infinity without end.—*J. W. Lloyd.*

Music is the poetry of the air.—*Jean Richter.*



**T**HIS infamous rage for killing! The suffering that the men with guns impose; the happy creatures mangled in their play and flight; the crippled that drag themselves to the woods and hills to die, with unheard groaning; the little ones in fur and feathers that perish of cold and hunger, wondering why the father and mother that were good to them come back no more.

Oh, brothers of the tongue that speaks, the hand that works such other good, the brain that thinks so high and kindly for those of your own species, will you not hear and heed the plaint in these wild voices that reach you even at your windows? Will you not have mercy on those harmless ones that, after centuries of persecution, know and think of you only with aversion and terror? Hang up the gun, burn the whip, put down the sling, the bow, the trap, the stone, and bid them live! Let their joyous voices greet the sun again, as in the days before they learned the fear of man. Take their drooping carcasses out of your hat, my lady, and set an example such as a gentle, well-bred woman should give to her

NOTICE:—We notify the public generally that we are in no way associated with the Clement Talbot Ltd. of London, Great Britain, as we are dealing only with reliable manufacturers abroad—which enables us to give our customers a fair and square deal.



### THE TEAM OF DELAGE CARS

Which competed in the Grand Prix des Voiturettes and which were awarded the Coupe de Régularité, the prize given for the best performance of any Team.

The Delage Cars were placed 1st, 5th and 12th.

### WE SELL ONLY HIGH GRADE CARS

#### British Siddeley—DEASY

**T**HE car which ran 15,000 miles, under observation of the Royal Automobile Club of Great Britain, without a single involuntary stop. Prices ranging from \$2,575.00 to \$4,175.00.

#### French DELAGE

**T**HE winner of the 1908 and 1911 French Grand Prix (Light Car Race). Prices ranging from \$1,750.00 to \$2,900.00.

#### Belgian MINERVA

**T**HE highest grade car on the International market, used by Kings. Fitted since the year 1908 with the world-famous patented Silent Knight engine. Prices complete with Torpedo Touring Body: 16/30 H. P., \$3,500.00; 26/47 H. P., \$4,550.00; 38/67 H. P., \$5,150.00.

### ARE THE CREAM OF THE WORLD'S AUTOMOBILE INDUSTRY

## Clement Talbot Auto. Import

Post-Office Box One Hundred Forty-Eight, Washington, D. C.  
Catalogues mailed upon receipt of eight cents in stamps to cover postage.

ignorant sisters. Be ministers and friends, not persecutors and enemies ♣ Spare, for their sake, yet more for your own, our little brothers of the fields!—Charles M. Skinner.



Mrs. Marilla Ricker has been attending the Ole Bull will trial in Alfred, Maine. The disturbance recorded on the Harvard seismograph was not caused by her presence in Maine, however, but was due to the earthquake in Mexico.—Concord "Patriot."

# four Rare Roycroft Books

## The Man of Sorrows

BY ELBERT HUBBARD

The test of innocence is no longer to walk on red-hot iron, and the admissions of a witch or one possessed by devils are referred to the trained nurse or pathologist.

Biology and history know nothing of "the fall of man." So far as we know, the race has risen constantly in general well-being and intelligence. ¶ References such as that of a miraculous Star and certain Wise Men need not now be considered seriously.

This story told nineteen hundred years after the birth of the Man of Sorrows is a sincere attempt to depict the teachings, life and times and limn the personality of the great and gentle Man of Galilee.

The book is well printed. In library binding—Price, \$2.00.

## Woman's Work

BY ALICE HUBBARD

Olive Schreiner has written a book on Woman and Labor. Alice Hubbard has written a book on Woman's Work. ¶ These are women who know the difficulties of life, for they have lived. Women are woman's worst enemy, we have been told. This book refutes the dictum.

¶ *Woman's Work* is an epoch-making book. It carries a great message—a message for all people for all time. ¶ The binding is plain, like the truth it covers. Price, \$2.00.

## Rip Van Winkle

BY WASHINGTON IRVING

As a child, Irving continually lost himself in haunted houses and thrilly places where strange deeds were done, to the great distress of his parents and the certain emolument of the Town Crier, who often found the author of *Rip Van Winkle* calmly perched high on a keg on the gray old quay, dreaming strange fancies of far-away folk.

The foreword to The Roycroft Edition of *Rip Van Winkle* is written by Joseph Jefferson, who has made the quaint tale immortal.

The initials are made from special woodcuts.

The last of these books, and there are very few. Price, \$2.00 each.

## Song of Myself

BY WALT WHITMAN

The printing of the *Song of Myself* was completed in February, Nineteen Hundred Four. The Colophon reads: "So here endeth the *Song of Myself* as written by Walt Whitman. Done into print (this is no book—who touches this, touches a man) by The Roycrofters at their shop." ¶ The *Song of Myself* is done in two colors, bound in ooze-leather, silk-lined. There are only a very few copies left. Price, \$2.00.

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## The Roycrofters, East Aurora, New York

To live a useful life is the central theme and purpose of The Roycroft School of Life. Send for catalog.

## Albrecht Guaranteed High-Grade Furs

For over half a century we have been making these splendid Furs, at Saint Paul, the greatest fur city in America. They are made in our own light, clean workroom, from skins bought direct from the trappers of the Northwest. *Style, fit and quality guaranteed or money refunded.*



Illustration shows Seal dyed Muskrat (Hudson Seal) 52-inch Boulevard coat, guaranteed. Sent express prepaid on receipt of

**\$144.00**

(Send bust measure, waist length, height and weight).

### 1911-12 Catalog of Albrecht Furs

now ready. Gives valuable information how to choose furs—their description and actual name in plain English, also their corresponding trade name and definite prices—color photographs of actual furs—interesting facts not procurable elsewhere. You'll want it to make an intelligent selection. Sent free. Write for catalog No. 25 NOW

Ask the best dealer in your town for Albrecht Furs. If he has n't them write us direct—we will fill your order express prepaid upon receipt of price.

References: Any Bank or Mercantile Agency

**E. ALBRECHT & SON** *Established 1855*  
Sixth and Minnesota Streets — Station "P" — SAINT PAUL

## The Little Friend of the Deaf



This ad is to deaf people who have about given up—who are failing in hope and think their cases unlike other cases which have been cured. We don't

want any money. Just send for a book that tells about "Wireless Telephones for the Ears"—little devices that 390,000 deaf people are using today because they HEAR with them. Think of it, men and women; these tiny wonders are so small that they fit in the ear out of sight and so soft that you never feel them, even when lying down! Yet you hear whispers! Is your case beyond such simplicity? Not a bit of it. One of the officers of this company is a deaf man. He became desperate, and in desperation developed this marvelous ear drum. It is one of the inventions of Mother Necessity—an inspiration. Talk to him today. You'd never even suspect his affliction. He's been improving this tiny "phone" for 20 years. There is nothing else to compare with it—anywhere. Don't you want the book he has written about it—a book by a man who understands deaf people because he is one of them? You do, if you want to get back your hearing. Just say, "Send the book," on a post card, and mail it to

Wilson Ear Drum Co., 165 Todd Bldg., Louisville, Ky.

## Trial of Jesus From a Legal Standpoint

By W. J. Gaynor, Mayor of New York, and formerly Supreme Court Justice

Jesus was not the victim of a mob, but was tried and condemned in a court of law. Was the trial fair? Was the arrest lawful? What was the charge, and was it a crime in law? Was the court duly constituted? Had it jurisdiction? Did the evidence support the verdict? Was the sentence legal? Was Jesus denied any lawful right? Ought the Appellate Court to have reversed the judgment had the great Prisoner at the Bar made appeal? Judge Gaynor's judicial review of this tragic event is one of the intellectual productions of this age. Published exclusively in Vol. II, Sellers' Classics, just off the press. Daniel Webster's speech against a man charged with murder also published, and many masterpieces of literature found in no other book. 321 pages. Price, \$2.00.

Vol. I (distinct from Vol. II) contains great jury trials and legal arguments. Delmas defending Harry Thaw, Prentiss, Voorhees, Beach, Brady, Ingersoll, Clarence Darrow and other thought and language masters plead for the heart treasures of life. 314 pages. Price, \$2.00. Both books handsomely bound and illustrated. Sold separately or together. Shipped prepaid. If either is not all we claim, money refunded and ten per cent additional as interest thereon.

Classic Book Shop, Baxley, Ga.

## Greeting

My Friend:

- ☞ To know that your friend is mox nix ouse, and yet love him, is an achievement.
- ☞ You know me, and still you are my friend!
- ☞ Happy am I—happy as two black ants, affinities, in a picnic lunch-basket.
- ☞ My hand reaches out to you over the miles, and my heart throbs at mention of your name.
- ☞ Friendship, Love and Truth form a great Trinity.
- ☞ Do you believe in the Trinity?
- ☞ Here, too!

**ALI BABA**

# The "de Luxe" of MOTOR TRUCK Transportation

## The "MACK"



HE time-saving germ has eaten its way into the heart of our great commercial system. Distance is no longer reckoned in miles—but in minutes and seconds. Some try to accomplish the saving of time in the air; others take to the water, and still others—including ourselves—stick to terra firma.

To lessen labor—shorten time and increase the efficiency of transportation service—via the motor—is the mission of J. M. Mack—the Tiffany of the Motor truck industry.

Every craft has its superior artisans whose names figure in the history of its development.

Thus, in the Motor truck craft we find the name of "Mack" pre-eminently identified with the highest achievement in Motor car building.

### The Leading Gasolene Truck of America

The "Mack" is the natural product of this great age of motive power. While "Mack" trucks have long since passed all experimental stages, still there are no cobwebs spun across the doorway of the experimental department of our great Allentown shops: "Onward and Upward" is our slogan.

"Mack" trucks are thoroughly efficient trucks; you have the word of over 1,500 pleased owners if you care to ask them; and the most satisfied "Mack" owners are those who have previously "tried out" other makes, for by comparison, we see things as they are. White looks whiter when placed alongside of black.

The "Mack" boasts of so many surpassing features that it's a pretty difficult task to dwell upon any particular ones, even if space here permitted it.

It eclipses the horse in that it carries twice his load twice as fast, does not balk at any grade and can be backed into any corner; requires fuel only while on duty; travels all kinds of roads in all sorts of weather. It forms the connecting link between the city and outlying districts.

We build The "Mack" in one, one and one-half, two and one-half, three and one-half, five, and seven ton capacity, bodies to conform to your own special requirements.

There are many other good things about The "Mack" which we have boiled down for the perusal of the busy business man, and compiled in handy book form; illuminated with numerous photographic engravings. It gives details of hundreds of actual installations, together with facts and figures as to economy of operation; a copy will be mailed you upon receipt of letter or postal.

## MACK BROS. MOTOR CAR CO.

Sales Office & Show-Room  
30 Church St., New York

{ Branches in all  
Large Cities }

Main Office & Shops  
Allentown, Pennsylvania

# Brush Supremacy

Here is a letter one adscripter wrote to another:



Dear Partner in Well-Doing:

I have written a convincing Advertisement that pleases my inner self. It will sell the valued product it concerns. How do I know? It convinces me and I have just sent for the thing—the Fesler Fountain Shaving-Brush. This will bless and benefit men everywhere. When the boss raises my salary, I am going to invest in another one to present to you as the best expression of our friendship I can make.

Rameses II

The Fesler Fountain Shaving-Brush pleases every man who uses it. Get a telescope Fesler Fountain Shaving-Brush to go with that pet razor of yours. If you do not shave yourself, buy one and leave it at your barber's. Don't allow him to use the dangerous brush he uses on every one and any one. When you travel, take it with you and let the strange barbers you meet lather you with your Fesler Fountain Brush, and yours only.

The prices range from \$1.50 for the nickel-finish with white bristles to \$10.00 for the very ornate gold-finish with silver-tipped badger bristles. There are other good values in between.

Send for the Fesler folder. It is mighty interesting.

**Fesler Sales Company**  
256 West 23d Street, New York City

FILLING  
RESERVOIR  
FROM  
COLLAPSIBLE  
SOAP TUBE



TURN THE CAP AT END OF HANDLE  
AND THE SOAP IS DELIVERED  
INTO THE BRISTLES READY FOR USE

## FLOWERS AND CHIFFON

NO matter what else may be said of the Parisian makers of things dainty and winsome, they hold the trade. They are crafty, subtle and very patient.

Heretofore, florists have sent to France for the Chiffons which they used to adorn their flowers. The Parisian Manufacturers held this trade for years, but they finally got into competition and the quality took a drop with the price, and then they offended the esthetic tastes and demands of American Florists, who discontinued the use of Chiffons in their work.

American Manufacturers are proving every day that they can equal all importations and save patrons money. It was Lion and Company who saved the situation as regards Chiffon. About a year ago they started to have especially manufactured in America the "Colonial Brand of American Florists Chiffons."

Florists should not get too near to growing

things to forget the business side of their profession. Lion and Company are giving American Florists this aid to better work, in the hope that it will create a greater interest in Flowers for every occasion. By getting Chiffon into the hands of intelligent Florists, with serious purposes, they will add to the beautiful things of the world.

There are Folks who do not know what else to do with a lumber-pile but to make kindling of it; and there are others who make out of it useful and beautiful things. Poor Chiffon poorly used has created some bad impressions; but the beautiful product of Lion and Company, which they are producing in six unique and alluring patterns, is fast destroying any prejudice against Chiffon.

The cost of Chiffon is less than the average ribbon, but it certainly creates a more beautiful combination with Flowers. This Chiffon is made in Pink, White, Light Lavender, Purple, Nile, Moss and Yellow. Prices can be had on application.

There is no argument needed for this Chiffon after you once see it, and to convince you, the creators of the "Colonial Brand of Florists Chiffons" will send Florists a generous sample.

114-116 Spring St.

LION & COMPANY

NEW YORK



# About Remembering

By ELBERT HUBBARD



**HENRY DICKSON**  
America's Foremost Authority on Memory Training and Principal Dickson School of Memory, Auditorium Building, Chicago.

**F**OR a long time I have been promising myself to write up my good friend, Mr. Henry Dickson, of Chicago, and I have not forgotten.

Mr. Dickson is teaching a Science or System, which I believe is of more importance than the entire curriculum of your modern college.

**MR. DICKSON** teaches memory.

Good memory is necessary to all achievement.

I know a man who is a graduate of three colleges. This man is neither bright, interesting nor learned.

He's a dunce.

And the reason is that he **CAN NOT REMEMBER**. He can not memorize a date or a line of poetry. His mind is a sieve.

Education is only what you remember.

Every little while I meet a man who has a memory, a **TRAINED MEMORY**, and he is a joy to my soul.

The manager of a great corporation never misses a face. If he sees you once, the next time he will call you by name. He told me how he did it. He studied memory-training with Prof. Dickson. He said a lot of nice things about Prof. Dickson, that I hesitate to write here lest my good friend Dickson object.

This Dickson system of memory-training is very simple. If you want to enlarge your arm, you exercise it. The same with your mind. You must put your brain through a few easy exercises to discover its capacity. You will be surprised how quickly it responds.

You do not know when you will be called upon to tell what you know; and then a trained memory would help you.

To the man or woman whose memory plays tricks I recommend that you write to Prof. Dickson, and if his facts do not convince you, you can not be convinced.

*Write today for FREE booklet and facts. Address*

**Prof. Henry Dickson, 963 Auditorium Building, Chicago**

prayers ✱ We have been reproducing some of these from time to time in this Magazine.

¶ The prayers of Robert Louis Stevenson are among the gems in English literature.

That exquisite prayer by Max Ehrmann, published in *The Fra* for August, is copyrighted by the Dodge Publishing Company of New York, and by them issued in book form with various other good things by the same author. It is also printed in illumined colors on a card suitable for framing, by the same concern.

¶ Max Ehrmann was born in Terre Haute, Indiana, and surely American literature owes much to the Hoosier State. Max wrote this

when in his teens—at the same age that Bryant wrote his "Thanatopsis." Anything that Max Ehrmann writes has this same tender minor key that marks the artist in words and the poet in feeling. And best of all, time is proving that he is not a rareripe.

✱

For there is no feeling, perhaps, except the extreme of fear and grief, that does not find relief in music—that does not make a man play or sing the better.—*George Eliot.*

OUR friends who argue for a formal, organized religion sometimes declare there would be no such thing as a prayer if dogmatic religion were eliminated.

"Prayer is the heart's sincere desire, uttered or unexpressed." It is an ecstasy of the spirit, and is a part of the great sense of Sublimity, about which Edmund Burke wrote a book and in which he said all there was to say on the theme.

In literature there are many exquisite secular

**F**OR ten thousand years he has been traveling under an alias. The dear Devil's real name is Fear & Fear is his lone attribute, his only stock in trade, his veri-self of veri-self.

I am sure that the time will come, on some distant happy day, when we will have the courage not only to say, "Get thee behind me, Satan," but we will get behind him with a good, swift, straight-out movement of the nether limb and chuck the old codger out of the world—cloven hoofs, antlers and all. ¶ Fear can be banished.

I am sure that this will happen, for we are beginning to find out that fear is costing us money—much ready money &

And when a thing begins to cost us money, we sit up and take notice. The Boston Tea Party, and all that it led to, was not so much "a stroke of liberty," as it was a protest against a hold-up—a fight to protect our forefathers' pocketbooks. The Devil of Fear—which is all the devil there is—must go, for he is costing us money—great wads of it. The world will have another Tea Party some day and Fear will be chucked overboard.

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There are thousands of reasons why Nelson's is as desirable and attractive as any Encyclopædia. But there are four great reasons why it is unique and pre-eminent—superior to any other Encyclopædia ever published. These are:

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4. **EDUCATIONAL FEATURES.** In addition to many special articles of the greatest instructive value, we have imported, especially for this Encyclopædia, Models and Mannikins which are wonderful in their detail and their simplicity. Such interesting subjects as the Human Body, Automobile, Turbine, etc., are so presented that even a child can understand and be instructed by them. No other Reference Work possesses this important educational feature.

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Write today for the FREE loose-leaf portfolio, containing Sample Pages, facsimile Certificate of Membership to Nelson's Bureau of Research for Special Information, facsimile endorsement letters from Scientists and Educators, and full information about Nelson's Loose-Leaf Reference System. Our special introductory price and easy payment terms interest all who appreciate a bargain.

**THOS. NELSON & SONS, DEPT. 10 K 381-385 Fourth Ave., New York**

Founded in Edinburgh 1798

Over 100 Years in Business

Established in New York 1854

Publishers of The American Standard Bible—Endorsed by Universities, Theological Seminaries and Colleges throughout America

Man and the giraffe are the only two living things that can't swim naturally. Throw a day-old kitten into the Mississippi and it will paddle its way to shore. ¶ The giraffe can't swim because he's not built that way. Man can't swim, just because he is afraid & The chances are that the reason you are not in the swim—financially or otherwise—is because you are afraid.—Glen Buck.

When men deserve the ideal it will be here.



## Baumgardner—Professor of Paintology

We live in an Age of Specialization. The man who can do a thing supremely well we herald as an expert and a friend of humanity.

This is also the Age of Business. Economics is a science. There is only one sin, and that is waste. And the man who can tell us how to eliminate waste is the man we look to to save the business situation.

P. M. Baumgardner, of The Holland Linseed Oil Company, is a man who is frequently consulted by some of the biggest builders in the world. Chicago Ambition and Chicago Achievement are active factors in America's civilization. The rapid strides which Chicago and the people of this City by the Lake are making is attracting the world's attention. The Sanitary District of Chicago, composed of Big Boys in the Business World, has recently awarded to Mr. Baumgardner and The Holland Linseed Oil Company the contract of painting ten bridges in their wonderful district. There is Ten Thousand Dollars involved in this contract, but Mr. Baumgardner is saving his patrons a lot of money. Mr. Baumgardner can save for you on paint because economic problems have been his especial study.

He produces paint with wearing qualities. He has evolved a special preparation which will make paint absolutely rust-proof and keep it from cracking, peeling or blistering.

This paint is guaranteed to wear three times longer than any other paint yet made. Its formula has been tested for fifteen years, and it has made good. The spreading capacity of this paint is greater than that of any other paint.

The Holland Linseed Oil Company will send you their paint at the low price of \$1.50 per gallon in one-gallon cans. Freight prepaid on one hundred pounds or over to points East of the Rocky Mountains and South of the Canadian Line. Larger packages sold proportionately less.



Splendid color-plates are sent on application, so that you can easily make your selection of color combination.

Just now you can buy Baumgardner structural-iron paint at a special price of \$1.10 per gallon. Investigate the Baumgardner Indestructible Paints.

**Holland Linseed Oil Company**  
2012-2014 Austin Avenue Chicago, Illinois

before breakfast ♣ After breakfast there are book-lessons until noon. The afternoon is given to work on the farm and out-of-door building ♣ The work is changed from time to time, so it does not become labor—it is all play, useful play. Every boy at Roycroft rides horseback, and also he takes care of his own horse. There are no servants or flunkies, no cards, cigarettes or beerfests. We work for joy, health and efficiency—and we find them.

WHAT would the public say if the Royal Astronomical Society published a book of astrology as the authoritative astronomical textbook? But the Bible is untrue,

**T**HE Roycroft School for Boys opened September Tenth under most encouraging conditions. We have boys from New Mexico, the State of Washington, California, Canada, Texas—bright, strong, active, willing boys. These boys are up at six o'clock in the morning and go to bed at nine. They do not have to be sent to bed—they go, for they are good-and-healthy tired. Each boy takes care of his own room, and then helps look after horses, pigs, cows and chickens

and yet it is published and circulated and advertised and quoted as the sacred Word of God. Is this honest? The Christian religion is collapsing rapidly. If the masses only knew the truth, it would not last a year. It is historically, scientifically and logically erroneous. It is a barrier to the intellectual development of the people. It is the fortress of privilege and false authority; and thousands of the men who live upon it and uphold it know it is false.—Robert Blatchford.

**WHAT-  
EVER**

inspires action on the part of the human mind is a suggestion. It inspires belief, and that belief, once fixed in the mind and not proven, remains there a governing force. There is one suggestion with which the whole religious world have put themselves to sleep, and the preachers still use it. They say, "Thus it is written." It has held religious sects in hypnotic bondage for centuries. It satisfies them now, and yet no soul should, today, be justly satisfied to remain the same, when he can make the highest progress in life. He must grow—must be equal, at least, in his evolution, in his unfoldment and in his

growth, to the plants that he cultivates in his garden. Hence we can see how disastrous to a person is the suggestion that he has gone as far in any direction as he can go. It hedges him about with limitations when it has been proved over and over again that the mind has the capacity for perfect knowledge not only in one line but in all lines.

—S. A. Weltmer.

## "The Best Way," says Edison

¶ When Maurice Bucke was caught in a Rocky Mountain Avalanche and lost both his feet, he simply said, "I will cultivate the other end of my anatomy." And Doctor Bucke became one of humanity's saviors.

¶ The man who resolves to cultivate his skypiece is the "lucky" chap who tells no hard-luck story, because he has no tale of woe to tell. No matter what happens, if you have brains that work, you are safe, sure and secure. An education is a grip on the good things of life, provided it is the right sort of an education. Learning which can be measured by dollars is the only kind worth having after all. Any other kind simply makes something less than a man of you—a dependent, a parasite and a loblolly. The most pathetic thing in the world is the man who has nothing to offer which the world wants and can do nothing which needs to be done.

¶ The school of life which fits you for your work is the only school which adds to your happiness and well-being. THE AMERICAN SCHOOL OF CORRESPONDENCE is such a school. It will get you a job, and then a better job, and still better until you arrive among the Big Boys of your profession or business. A man who has a job has a chance. THE AMERICAN SCHOOL OF CORRESPONDENCE will not have to hunt you a job after you have taken a course of study with this institution. Responsibility gravitates to the man who can shoulder it, and power flows to the man who "knows how."

¶ Waldow P. Warren asked Thomas A. Edison, "What do you think of instruction by correspondence?" And the dynamic Mr. Edison answered, "It is the best and cheapest way for the poor man if the College is reputable."

¶ THE AMERICAN CORRESPONDENCE SCHOOL is the most reputable correspondence institution in the world, and it is the largest correspondence school in the world that secures its students entirely by correspondence and upon its reputation. THE AMERICAN SCHOOL is a quality school in the class of students that it enrolls, the instructions it offers, the success of its graduates, and the number of influential men who recommend it highly. The instructors in this school are men pre-eminent in the various subjects which they teach. They are originators far in the vanguard of modern thought and methods.

¶ THE AMERICAN SCHOOL is just now making a very generous offer to ambitious men. Prove your initiative by checking the coupon attached, mailing it direct to the school. The "DEFERRED TUITION" plan will be fully explained and you will be told how the school will loan you the cost of tuition and allow you to pay back when an increase in your yearly income equals the amount of the loan. So you see, if you do not get promotion, THE AMERICAN SCHOOL gets no pay for their services.

¶ Send the coupon today—do this much toward your success.

**The American School of  
Correspondence, Chicago, U. S. A.**

### Opportunity Coupon

American School of Correspondence, Chicago, U. S. A.

Please send me your Bulletin and advise me how I can qualify for the position marked "X."

Fra 10-11.

<input type="checkbox"/> Draftsman	<input type="checkbox"/> Aviator
<input type="checkbox"/> Architect	<input type="checkbox"/> Fire Insurance Eng'r
<input type="checkbox"/> Building Contractor	<input type="checkbox"/> Telephone Expert
<input type="checkbox"/> Structural Eng'r	<input type="checkbox"/> Moving Picture Operator
<input type="checkbox"/> Civil Eng'r	<input type="checkbox"/> Bookkeeper
<input type="checkbox"/> Electrical Eng'r	<input type="checkbox"/> Stenographer
<input type="checkbox"/> Elec. Light & Power Supt.	<input type="checkbox"/> Accountant
<input type="checkbox"/> Master Mechanic	<input type="checkbox"/> Cost Accountant
<input type="checkbox"/> Steam Eng'r	<input type="checkbox"/> Certified Public Acc'tant
<input type="checkbox"/> Sanitary Eng'r	<input type="checkbox"/> Auditor
<input type="checkbox"/> Reclamation Eng'r	<input type="checkbox"/> Business Mgr
	<input type="checkbox"/> College Preparatory

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

✱ It does not take any mother from her home duties to spend ten minutes in going to the polls, casting her vote, and returning; but during those ten minutes she wields an influence which is doing more to protect that home, and all other homes, than any power or influence in Colorado.

—Judge Lindsey.

Nothing is deep, difficult or profound when once you get acquainted with it.

Success is the accomplishment of one's bests.

# The Breath of Spring No. 4711.

**I**N Seventeen Hundred Ninety-two, when the United States was adjusting its wings in freedom, across the big Pond at No. 4711 Glockengasse, Cologne, Germany, Francis Maria Farina and Peter Mulhens evolved the finest Toilet Preparations the world has known.

Among the things they gave to humanity is the famous No. 4711 Eau de Cologne, which today is being made and sold by Ferdinand Mulhens, the Grandson of Fra Peter Mulhens.

It is a truth that no other Toilet Preparation has so consistently held the favor of Beauty's Lady the world over. This Cologne Water is as lovely as the perfume of a Delicatissima Fairy Rose. While not heavy, it is vital enough to be refreshing. Its presence in the Bath and Sick-Room is a real blessing and a benefit. It is welcome everywhere, from the Drawing-Room to the Office, and the girl who uses it carries the sweetness of the breath of Spring with her.

There is good psychology in its use.

It is one's duty to add to the joy and the beauty of the world. And this you do if you make yourself personally attractive.

This real German Eau de Cologne does not contain a single impure ingredient. It is as pure and as fresh as the morning dew.

Americans have used it since Eighteen Hundred Twenty-five, and its popularity is growing steadily. The Royal and Imperial Families of Europe have used it since it was first manufactured.

Send Thirty Cents in stamps for a two-ounce sample bottle of No. 4711 Eau de Cologne. With this sample you will receive an interesting and artistic booklet regarding the 4711 products.

Ask for "Forty-Seven-Eleven" at your dealer's.

---

Ferd. Mülhens, 4711 Glockengasse, Cologne O/R, Germany  
U. S. Branch: Mülhens and Kropff, 298 Broadway, New York City

or lessening symptoms for a shorter or longer period, we give comparative ease and comfort, and no doubt, also, prevent at times, the development of certain untoward sequelæ. If the foregoing be admitted as true, does n't it seem far better to interfere medically or surgically as little as possible? Does n't it seem wrong to give medicines to correct what at best is doubtful as to origin and consequences—or to use the knife except where the evident condition and natural results amply justify it? I am willing to state very frankly that after a lifetime of service in hospitals and private practise, such has come to be my conviction. Of course,

**A**LL medical men today who are thoughtful and informed, recognize fully how much more important it is to prevent disease than to cure it. What we most need above everything else in time of illness is gentle, soothing ministrations and the touch and aid of the one who knows how and when to give suitable food and drink, etc. Do we really cure chronic diseases? I fail to have seen it in the large majority of instances. We simply render them more bearable, and by modifying

medicines properly and very judiciously given, are useful, but not, as I believe, strictly speaking as curative agents. The utility, as it seems to me, is to endeavor to make people do what will prevent disease and also prevent operations. We can not avoid or prevent, as yet, the development of a cancerous growth, probably, in the vast majority of instances.—*Beverly Robinson, M. D.*



GALL CAN NEVER FILL A VACUUM.

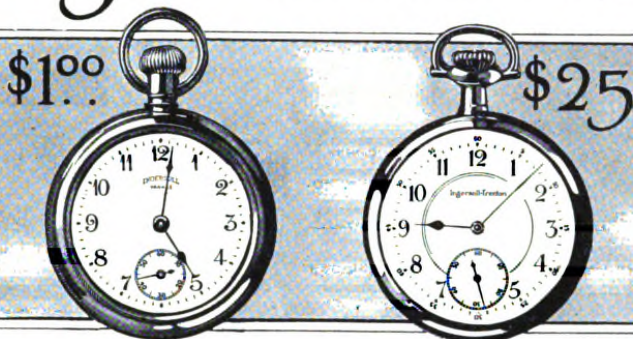


**F**IRST of all, we must observe that in all these matters of human action the too little and the too much are alike ruinous, as we can see (to illustrate the spiritual by the natural) in matters of strength and health. Too much and too little exercise alike impair the strength, and too much meat and drink and too little both alike destroy the health, but the fitting amount produces and preserves them. So, too, the man who takes his fill of every pleasure and abstains from none becomes a profligate; while he who shuns all becomes stolid and insusceptible.—*Aristotle.*

**R**ESTING quietly under an ash-tree, with the scent of flowers, and the odor of green buds and leaves, a ray of sunlight yonder lighting up the lichen and the moss on the oak trunk, a gentle air stirring in the branches above, giving glimpses of fleecy clouds sailing in the ether, there comes into the mind a feeling of intense joy in the simple fact of living.—*Jefferies.*

Music is well said to be the speech of angels.  
—*Carlyle.*

# Ingersoll and Ingersoll-Trenton



Here are two distinct kinds of watches one built upon the experience of the other—one a plain, practical timekeeper which during 18 years has so proved its usefulness that now over half the watches sold are Ingersoll Watches; the other a fine jeweled watch for those who buy for extreme accuracy, durability and beauty. The Ingersoll Watch has always been regarded as a really wonderful thing for the money—something only possible through a manufacturing ability never approached in the watch industry and in mighty few others.

The Ingersoll-Trenton is coming to be known as the Ingersoll value in high-grade watches.

All the experience, the economies, the

highly specialized methods, the manufacture of great numbers in few styles, the efficiency principles, learned in making almost thirty million watches, combined with unique originality and inventive power, are producing in the new Ingersoll-Trenton factory the finest American watches at prices that heretofore would buy only commonplace timepieces.

7-jewel movement, \$5

In solid nickel case

7-jewel movement, \$10

In 20-year case

15-jewel movement, \$12

In 20-year case

19-jewel movement, \$25

In 20-year case

**Ingersoll-Trenton Watches are sold only by responsible jewelers.** Nine thousand jewelers handle them. For a complete and conclusive description of the Ingersoll-Trenton Watch write today for the book, "How to Judge a Watch."

ROBT. H. INGERSOLL & BRO., 99 ASHLAND BUILDING, NEW YORK

**E**DUCATION can not be gotten out of books," sagely declares Elbert Hubbard. Readers of the numerous books written by Elbert will heartily agree with him.

—*Rochester (New York) "Times."*

**Y**OU can not believe in honor until you have achieved it. Better keep yourself clean and bright; you are the window through which you must see the world.

—*George Bernard Shaw.*

## Booklets of Business

Courtesy as an Asset  
The Boy From Missouri Valley  
A Message to Garcia  
Get Out or Get In Line  
Helpful Hints for Business Helpers  
How to Get Others to Do Your Work  
The Closed or Open Shop, Which?  
The Age of the Auto  
The Roycroft Shop  
The Standard Oil Company  
Pasteboard Proclivities  
The Hundred-Point Man

**THESE BOOKLETS** have been used in tens of thousands by live, alert, progressive Businessmen.

A set of twelve Business Booklets, no duplicates, will be sent you on receipt of One Dollar. Special prices by the thousand, your advertisement on covers.

The Roycrofters, East Aurora, New York

## The Rubaiyat of Omar

**A GREAT MAN** once said, "The best things ever written have been sluffed into the wastebasket."

There's comfort in the thought, and truth in the fact, that a few fairly good things have been fished out in the nick o' time.

When Edward Fitz-Gerald found, loved and translated the quatrains of the Rubaiyat, they would n't sell for tuppence.

Christmas, Nineteen Hundred Nine, was the fiftieth anniversary of the first edition of the Rubaiyat of Omar, and the market was flooded with copies from every press in the world.

So Time equalizes all things.

The Roycroft edition of the Rubaiyat is a distinguished tribute to the most cheerful Pessimist of all time.

Bound in soft-toned, velvet-finished leather and printed in two colors on special handmade paper.

Price for the book, Two Dollars, postpaid.

The Roycrofters, East Aurora, New York

## Modeled in Leather



CARDCASE  
3 x 4 1-2 in.  
Price . . \$1.50

COIN-FOB  
Price . . \$1.00

WATCH-FOB  
Price . . . \$1.00

The Roycrofters, East Aurora, New York

## Some Famous Letters

**DOCTOR JOHNSON'S** letter to the Right Honorable the fourth Earl of Chesterfield is one of the masterpieces of satirical literature.

The letters of Elizabeth Barrett and Robert Browning give us an insight into one of the greatest friendships of all time.

In your letters of greeting you desire to express yourself in form and thought. You want them to show the exquisite care which betokens your respect for your friend. They must be individual and distinctive.

Roycroft stationery will help you do this. It is dignified, beautiful and rare.

### *Pure White Italian Handmade, Two Styles*

Folded Note Sheets . . . . .	5½ by 8 inches
Baronial Style Envelopes . . . . .	4¼ by 5½ inches
Folded Note Sheets . . . . .	6 by 7¼ inches
Oblong Envelopes . . . . .	3¼ by 7½ inches

### *Rhododendron Paper, Two Colors*

Frost Gray & Chocolate Brown, with or without Roycroft Mark	
Folded Note Sheets . . . . .	5½ by 8 inches
Baronial Style Envelopes . . . . .	4¼ by 5½ inches

There are twenty-four sheets and twenty-four envelopes in each box. The price is *Seventy-Five Cents* for each box. This prepays carriage.

The Roycrofters, East Aurora, New York

The catalog of The Roycroft School of Life for Boys is different. It will be sent to you, gratis, on request.



## Roof Woes and a Remedy



THE most important part of a building is its roof. Any man who questions this ought to sleep out in the open. Worse still, he ought to be compelled to do business in a building with a bum roof. ¶ If your roof is Class A, the rest of your building can be "fair to middling," and you will still live in comfort. If your roof is Class B, so is the rest of your house. No scientist will have to prove this to you if you have had any roof experience. ¶ Roof woes are a part of many a businessman's troubles. However, the Stowell Manufacturing Company of Jersey City, Woodrow Wilson's State, have set about to help every man who has roof troubles. Now, roof troubles are real troubles. There is no imaginary element in roof annoyance and expense.

Shingles are a transient proposition; slate is expensive and easily routed by the elements; tin rusts and conducts the heat and cold in a manner that makes life miserable for people under such a roof; tar runs, cracks and performs every other stunt that a good roof would be ashamed to do.

Monarch Asphalt Roofing is the Stowell substitute for the unsatisfactory and inadequate roofing materials. It is made from all-wool felt saturated with natural asphalt and has mineral surfaces on both sides. It is absolutely fire-resisting; it can not warp or crack; it is pliable; it is weather-proof. It will always remain pliable. Witness the asphalt pavements of our splendid cities. It is light in weight and does not require experienced labor to lay it. It can be used on any kind of a roof. It is not a conductor of heat and cold. It is not affected by acids, vapors or gases. As the melting-point of asphalt is one hundred degrees higher than that of tar, it will not run in Summer. Over and above this, an important point in this Age of Economy, is the fact that the first cost is lower than that of other roofings. No recoating with paint is ever required.

If there is a substitute for Monarch Roofing, it is not in the mind or possibilities of man to evolve. Beauty, harmony, economy, durability, serviceability—all these desirable things are to be found in this Roofing.

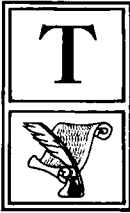
Pitch Lake Trinidad Asphalt is a natural product. And when man uses an absolutely natural product, he is adding to his well-being, because he is utilizing a product given by the creative power for his special purposes.

We are only discovering the uses of things just now, and the world so far has not tapped many of the reservoirs of stored-up goodness.

That the Stowell Manufacturing Company have discovered in Asphalt combined with wool felt a perfect roofing, there is no question. Monarch Roofing looks like a silver linoleum, because of the ground slate and mica which is used as a fireproof dressing. All the beauty of Monarch Roofing comes by indirection from the things which contribute to its utility. Twenty years of experiment and experience enter into Monarch Roofing.

If you want to know details concerning this product, write the makers. Your letters will receive every consideration.

**Stowell Manufacturing Co., Jersey City, N. J.**



**T**HE MAHIN ADVERTISING COMPANY has been especially endorsed by The Associated Billposters of the United States as the *only* advertising agency west of Philadelphia fully and properly equipped to handle billboard advertising.

This endorsement is given us because of our long and successful use of poster advertising for our customers.

We maintain a complete department for handling and placing poster advertising. So efficient is it that we can immediately cover the country with billboard publicity. This department is kept at the same high standard as our other departments for every class and kind of advertising.

The Associated Billposters have greatly improved the service of the posting plants throughout the country, thereby increasing the influence and advantages of billboard advertising.

The Mahin Advertising Company, through this official action of The Associated Billposters, is now the *only Advertising Agency in the West* in a position to cover the advertising field to its fullest extent.

*The Mahin Advertising Company gives its customers a complete advertising service, using such mediums as are best fitted to their requirements*

Every advertiser contracting for Mahin Service is assured that the most profitable medium for him will be recommended, whether it be newspapers, magazines, billboards, painted walls, agricultural, trade paper or street car cards. For years we have used one, two, or all of these mediums successfully for our customers.

We maintain no advertising agency is in a position to *advise against any medium* or recommend it without *successful experience* in using it.

Each medium has its place; one value of an advertising agency's service is to have the decisive knowledge of when and where the different forms of advertising may be used most profitably and economically for the advertiser.

This is one of the many things we do for our customers. We shall be glad to show you fully what our service is.

*Call, telephone, write or wire us for an appointment in your office or ours*



**Mahin Advertising Company**

JOHN LEE MAHIN, President

WM. H. RANKIN, Vice-President

H. A. GROTH, Secretary

829-879 American Trust Building, 76 West Monroe Street, Chicago

Newspaper, Magazine, Farm Paper, Trade Paper, Street Car and Outdoor Advertising

**T**HE women in Australia are introducing new and more scientific methods into political and electoral organization. Where it had been the custom for each candidate to address meetings of his own party only, the women's organizations have brought in the innovation of getting the candidates of all the parties to come and address them, so that they may weigh and compare their opinions.—*Professor Mac-Naghten.*

**T**HE net results of woman suffrage in purifying politics and giving us good laws in Colorado have more than justified granting them suffrage. Every year that I live I am more

**E**VERY year I live I am more convinced that the waste of life lies in the love we have not given, the powers we have not used, the selfish prudence that will risk nothing, and which, shirking pain, misses happiness as well. No one ever yet was the poorer in the long run for having once in a lifetime "let out all the length of all the reins."

—*Mary Cholmondéley.*

Necessity does everything well.—*Emerson.*

heartily and more enthusiastically for woman suffrage, and I believe in the end, when women understand the real causes of political corruption, they will do much more than the men have done to put an end to it.

—*Ben B. Lindsey.*

Andrew Carnegie says to prevent strikes, let the employer keep close to his people, and not leave everything to the foreman and the superintendent. Wise words!

Forenoonce  
your indi-  
viduality, to see  
with another's  
eyes, to hear  
with another's  
ears, to be two  
and yet but one,  
to so melt and  
mingle that you  
no longer know  
you are you or  
another, to con-  
stantly absorb  
and constantly  
radiate, to re-  
duce earth, sea  
and sky and all  
that in them is  
to a single being,  
to give yourself  
to that being  
so wholly that  
nothing what-  
ever is withheld,  
to be prepared  
at any moment  
for sacrifice, to  
double your per-  
sonality in be-  
stowing it—that  
is love.

—Gautier.

LIKE a great  
poet, Nature  
produces great-  
est results with  
the simplest  
means. These  
are simply a sun,  
flowers, water  
and love. Of

course, if the spectator be without the last,  
the whole will present but a pitiful appearance;  
and in that case, the sun is merely so many  
miles in diameter, the trees are good for fuel,  
the flowers are classified by stamens, and the  
water is simply wet.—Heine.

Music was a thing of the soul—a rose-lipped  
swell that murmured of the eternal sea—a  
orange bird singing the songs of another shore.

—J. G. Holland.

## The Old versus The New

You have probably noticed a tendency among bond paper makers to call their product "*Old*," or that some of them appear to take pride in their *old* methods of paper-making. Do you know any other product whose makers dare *admit* their methods are *old*—much less *claim* it as a *merit*? We don't. ¶ In every industry *improved methods* of manufacture have been the cause of *better quality at the price*. We take pride in the *fact* that the *same* improvement *has* taken place in bond paper-making, and that the foremost example of its results is

## CONSTRUCTION BOND

The paper that makes "Impressive Stationery at a Usable Price."

And still another *improved* method—one of *sale and distribution*—was *introduced* with Construction Bond. You can not secure the benefit of it if you use one of these "Old" papers—or, in fact, any other paper than Construction Bond.

While others stand by the *old* methods of selling bond paper through paper jobbers, or dealers, a few pounds at a time, we are selling Construction Bond, *direct to responsible* printers and lithographers *only*—500 lbs. or more at a time. This eliminates the jobber's profit and the expense of handling small lots and assures the user of Construction Bond "Impressive Stationery at a Usable Price"—a price closer to the cost of *production by modern methods* than can possibly be secured with any other paper.

## CONSTRUCTION



Made in White and Six Colors  
with Envelopes to Match

Let us send you some specimen letterheads on Construction Bond and the names of those progressive printers and lithographers in your locality, who *recommend* it because they know the *better value* assured you by our *modern* methods of manufacture and distribution.

W. E. WROE & CO.  
1002 Michigan Ave.  
CHICAGO

✱ If we go home from the Lyceum hushed, treading on air, we have heard Oratory, even if we can not recall a single sentence; and if we read a poem that brings the unbidden tears and makes the room seem a sacred chancel, we have read Literature. The Master has imparted to our spirits a tithe of his own sublimity of soul.

Enforced conformity is society's plan for perpetuating the commonplace.



## A Luxury For Men

**A** GREAT deal of attention has been paid to women's toilet, health and beauty necessities, but men have been somewhat neglected in this regard. **¶** The invention of the Safety-Razor was the first great improvement in shaving tools. The evolving of the Luxury Lather-Brush is the second, and a matter of just as much importance. **¶** This Brush is double-faced. One side has French Bristles blended with real badger-hair solidly embedded in rubber. This side is used for applying the lather. The other side has one hundred and fifty little round rubber fingers for rubbing in lather and softening the beard. This also massages the face after shaving. **¶** The rectangular handle is convenient, clean, and provision is made to hang the Brush up so that it need not lie flat and accumulate microbes while not in use.

**¶** There are some indisputable facts about this Brush. It is the only Brush that properly prepares the beard for shaving. It is the only Brush that makes any razor shave extra well. Men with those direful afflictions, tender skin and ingrowing beard, will appreciate this aid to luxurious shaving.

**¶** The Luxury Sales Company is making an extra special offer in connection with this Brush at present: Use the Brush for thirty days and then send the makers the price, Two Dollars, or return the Brush. Your dealer also has the authority to make this offer.

## LUXURY SALES COMPANY

412 RIVER STREET, TROY, NEW YORK

## About Your Precious Silver

Logic Talk Number Two

The LOZO Preparation for cleaning Silver is as different from the ordinary silver-polish as Gorham and Tiffany's Silver is from the kind bought in bargain basements.

From time memorial the method used to polish any metal has been chiefly abrasion by use of some cutting material, and sheer strength. Abrasion, however slight, will in time destroy the surface of the article so misused, and there is no question that the constant polishing of fine ware takes off some of the precious surface.

LOZO, the principal ingredient being silver, will actually deposit silver on the surface upon which it is applied. The chemical formula of LOZO makes this possible. No mercury is used in its composition. LOZO is not inflammable, explosive nor greasy. It leaves no stain that water will not instantly remove.

LOZO will banish tarnish and oxidation easier and quicker than any other preparation sold.

You owe it to the welfare of your silver to investigate LOZO. On receipt of thirty-five cents, a bottle will go forward to you in a compact mailing-case. Do not hazard your silver by using inferior preparations. Send for LOZO today.

## LOZO CHEMICAL COMPANY

672 CASS AVENUE, DETROIT, MICHIGAN

## French-German-Spanish-Italian

Is Easily and Quickly Mastered by the  
LANGUAGE-PHONE METHOD

Combined with the

### Rosenthal Method of Practical Linguistry



This is the natural way to learn a foreign language. You hear the living voice of a native Professor pronounce each word and phrase. He speaks as you desire—slowly or quickly, night or day, for minutes or hours at a time. It is a pleasant, fascinating study; no tedious rules or memorizing. It is not expensive—all members of the family can use it. You simply practice during spare moments or at convenient times, and in a surprisingly short time you speak, read, and understand a new language.

Send for Booklet and Terms for Easy Payment

THE LANGUAGE PHONE METHOD

865 Metropolis Bldg., B'way & 16th St., New York

### APPLIED ART PAYS

Study Applied Art at home.  
Personal Correspondence System.  
Eminent Instructors. More than twelve years successful teaching. Practical results guaranteed. Our students are employed by leading employers of artists. Applied Art Courses in Commercial Drawing, Illustrating, Transfers, Stencils, Fashion, Lettering, Book Binding, Signage, Carpentry, Photo Engraving, Architectural Perspective, Etc. Endorsed by high authorities.

Residence Finishing School for Advanced Students.  
Artists' outfits furnished enrolled students. Year Book Free.

SCHOOL OF APPLIED ART,  
549 Applied Art Bldg., Battle Creek, Mich.

**DON'T** be a Christmas Rusher, and get red in the face. Order your Roycroft Wares early and save your time and temper :: You know what those last few days before Christmas are—**BE WISE!**



Opens with the foot

## THREE VITAL NEEDS

**FIRST:** The only Sanitary method of caring for garbage, deep in the ground in metal receiver holding heavy galvanized bucket with bail. Garbage cannot freeze. Avoid the battered can and scattered refuse resulting from removal of frozen contents. Health demands it.

(Underground Garbage Receiver  
Underfloor Refuse Receiver  
Underground Earth Closet)

**SECOND:** This clean, convenient way of disposing of ashes from furnace or hot water heater, cellar and yard refuse. Fireproof, flush with floor. Abolish the old ash barrel.



A Camp Necessity

**THIRD:** It supplies a safe and sanitary method to keep your water supply safe from pollution. It prevents the danger from the house or typhoid fly, around camp or farm, disseminating its poisonous germs to your family. Nine years in practical use. These health aids pay. Sold direct. Send for Circulars on each.

C. H. STEPHENSON, Mfr.  
31 Farrer Street Lynn, Mass.



Easy to sweep into

# Soap and The Golden Rule



**C**LEANLINESS, Safety, Economy  
are Watchwords of Social Progress.  
Liquid Soap is an aid to these factors.

**G**ERALD STANLEY LEE says: "The best way to preach the Golden Rule seems to be not to try to put it into words, but to connect people with the men who practise it. It takes a genius to see by reading about it in a book that the Golden Rule works. Anybody can see it if they see a man making it work. This is the main issue in a modern, inspired, pointed gospel—advertising the efficiency of goodness and informing people of the spiritual facts in this world." The West Disinfecting Company are doing their share of this good work of putting the Golden Rule into practise.

The West Soap Dispenser—"the kind that tilts"—is the medium employed. It is a proven fact that the first individual who uses a cake of soap is the only one who has avoided the danger of contamination. Using secondhand soap is not a safe, clean, sane, sanitary proposition.

"To do unto others as you would be done by," install in your home and your place of business this Liquid Soap Dispenser and Liquid Soap, which do away with a great deal of nuisance without additional expense to you.

It is surely a peculiar spectacle when people who lay claim to refinement handle repeatedly the same cake of soap. Health, sanitation, appearance, ethics and common decency demand the installation of West Soap Dispensers in every hotel, steamship, club, business house, office, factory, school and residence.

The best hotels are in the vanguard of social progress in installing and using these Dispensers. The Saint Regis in New York, The La Salle in Chicago, The Palace, The Saint Francis and The Fairmount in San Francisco have added so much to the comfort, convenience and safety of their guests.

Try the Dispenser in your own household. If at the end of ten days you are not entirely pleased, it can be returned and your money will be refunded without any expense for the use of the Dispenser or the Soap.

Remit \$3.50 for this beautiful nickel-plated Dispenser. It will arrive filled with Beau Brummel Soap.

Agents are wanted everywhere to introduce this civilizing influence.

**WEST DISINFECTING COMPANY**

Two East Forty-second Street, New York City

# Five Individual Bindings

## *A Lodging for the Night*

*By Robert Louis Stevenson.*

This is a tale of the sorriest figure on the rolls of fame—Master Francis Villon. It concerns one of Life's lesser hardships, commonly called trouble.

The book is printed on vellum, and is hand-illuminated. The binding is full Levant, hand-tooled.

An exquisite book, and one of a very few. Price, \$25.00.

## *The Last Ride*

*By Robert Browning*

This book is the finest bit of work The Roycrofters have ever done in the way of illuminated pages. It is printed on vellum, and each page has a special illumination—a design to tell the story of the beautiful verses.

The book offered here is the only one that is left—the binding is three-fourths Levant. Price, \$25.00.

## *Love, Life and Work*

*By Elbert Hubbard*

This is a book of opinions, reasonably good-natured, concerning how to attain the highest happiness for one's self with the least possible harm to others.

One of the widest-read and most likable of the many books from Elbert Hubbard's tried and trusty pen.

Printed on vellum; bound in full Levant, hand-tooled. Price, \$25.00.

## *Consecrated Lives*

*By Elbert Hubbard*

"There is nothing quite so hygienic as friendship: to love and be loved means an even pulse, clear eyes, good digestion, sound sleep, accurate thinking—Success. The Brotherhood of consecrated lives admits all who are worthy; and all who are excluded exclude themselves."

This book is typographically one of the best of the Roycroft books. Printed in two colors, with a hand-illuminated frontispiece. Bound in full Levant. Price, \$25.00.

## *Contemplations*

*By Elbert Hubbard*

There are just four copies of *Contemplations*, bound in modeled leather. They are the last of one of the finest books The Roycrofters have printed.

The design is the Oak Leaf. The leather has that fine golden-bronze tone which distinguishes Mr. Kranz's books.

No book from the Kelmscott Press could be more valued than *Contemplations*. Price, \$35.00.

---

**The Roycrofters, East Aurora, New York**

To live a useful life is the central theme and purpose of The Roycroft School of Life. Send for catalog.

# Some Good News

A WORTHY monk in the year Twelve Hundred Thirty-two wrote, "If this thing of bookmaking is kept up, the world can not produce enough sheep and goats to supply the skins." Good vegetarians were refusing to read books because they were printed on vellum, made from skins. Something must be done. So paper was invented.

The Japanese had made paper for a thousand years before, from a pulp made from the fiber of plants. They still make paper in the same way, under the supervision of the Government. It is made by hand and costs a dollar a pound.

It fell upon Americans, however, to make the best paper in imitation of the handmade; and by the way, the imitation seems better than the original. Strathmore and Alexandra Japan are superior for printing purposes to the Japanese Handmade from which they are supposed to have been copied.

We learn by doing, and humanity is sometimes slow in grasping a new idea, no matter how good it may be.

For years we have considered that there was no substitute, equal or rival of olive-oil, the product of Spain, Italy and France. However, those enterprising people, The Southern Cotton Oil Company, are helping us to change our minds on this very important item.

WESSON SNOWDRIFT OIL is proving itself on a par with the best olive-oil. The delectable French and Italian cooking is due to the use of olive-oil and other vegetable-oils. Butter, lard and suet are surely not comparable with olive-oil for this purpose.

Since Nineteen Hundred Ten, The Southern Cotton Oil Company, using the Wesson process in refining its Cottonseed-Oil, has given us the WESSON SNOWDRIFT OIL, an economical, pure, odorless and tasteless product for culinary purposes. Chefs, physicians, epicures, hotel-proprietors and house-keepers the world over are now proclaiming its merit.

And a word may be added here to the effect that WESSON SNOWDRIFT OIL is the only Cottonseed-Oil worthy of being called an oil for human consumption. Not that there could be anything especially injurious about Cottonseed-Oil, but no other method develops the fine qualities of the oil as does the Wesson process. It has one hundred per cent cooking value. It is time for every one to accept WESSON SNOWDRIFT OIL on its merits. It will lubricate life for you.

A request sent to the New York Office of The Southern Cotton Oil Company, Twenty-four Broad Street, will bring you a Recipe-Book which will interest you greatly.

---

## THE SOUTHERN COTTON OIL COMPANY

NEW YORK

SAVANNAH

NEW ORLEANS

CHICAGO

## A Nutty Problem Solved

¶ Said the Man from Cork, "I am glad I don't like nuts ; because if I did, I would hate 'em." "Here, too!" is what many say who do not know that there has been evolved a Perfect Nut-Sheller.

¶ At least one-half of the value of nuts has been lost in the opening, and time, temper, vocabulary and nutriment have been involved by the old-fashioned methods of opening nuts.

¶ THE GREAT GRIP Nut-Sheller is the finest, most powerful and most scientific table necessity that has been created in twenty years. The principle of this Nut-Sheller turns on the compound-lever system in combination with ideal jaws, which enables any one to shell the toughest or tenderest table nuts with slight effort and with uniformly perfect results.

¶ All of the great revolutionary physicians of today recommend the use of nuts as a health-giving diet. Get in line with the good things, and when you feel them coming pass them along. It is the only way to keep them, and the spreading of the nut-eating habit is a good thing for humanity.

¶ So indulge in all the nuts you want. Brazils, hickorys, walnuts, pecans and all the other delicate, meaty, natural nut-foods are good for you.

¶ Luther Burbank says that a man is merely a movable plant, the life of both man and plant having the same source. Get enough of plant food of which nuts can be considered a part. Success and happiness require perfect health, and no man or woman who neglects the subject of food can have this blessing.

¶ The makers of the GREAT GRIP Nut-Sheller are putting the kibosh on face distortion, wrist-breaking, mashing, over-squeezing and finger-pinching. All you do is wedge the nut into the jaws of the sheller and then squeeze. The nuts come from the shell absolutely whole.

¶ The GREAT GRIP Nut-Sheller is built on scientific principles, is manufactured in the best art mode, drop-forged, carbon steel, dental nickel-finished, and handles that fit perfectly the smallest hand.

¶ Do not eat nuts opened and packed in the germ-laden air of tenements and warehouses on the East Side or places equally bad in our other large distributing points.

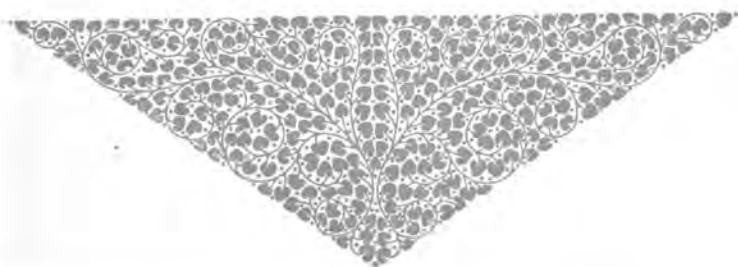
¶ You will enjoy to its fullest the possibility of the nut diet if you possess a GREAT GRIP Nut-Sheller.

¶ Leading Hardware, Department, Jewelry and Cutlery Concerns and many Grocers sell this Sheller at the uniform price of \$1.50, and \$5.00 for a de-luxe silver-finished in a specially designed art case to match.

Great Grip Sales Company, New York City, U. S. A.



**H**E who will  
not accept  
orders has no  
right to give  
them; *and* he  
who can not  
keep silence has  
no right to speak



## A Thousand and One Epigrams

WRITTEN BY ELBERT HUBBARD

**W**ITH your subscription to *The Fra Magazine* there will be sent you gratis, as a premium, a copy of *A Thousand and One Epigrams*.

The orphic saying, epigram or proverb is a nugget of wisdom and wit, flavored with surprise. The epigram will always be in demand. The writer of the future will appeal more and more to the imagination of the reader, and not deal so largely in pedagogics, preaching and piffle.

We are going to give the reader or the listener credit for knowing a lot of things which are left unsaid. We are going to talk less and listen more; to hate less and love more; eat less and chew more; labor less and play more; worry less and work more; fear less and laugh more.

*A Thousand and One Epigrams* is bound in Oxford binding, just pocket size, beautifully printed in two colors. And the text—well, well, it is something to add joy to life's little joy journey, and pass along to her, underscored, when the heart is full and the voice fails.

To FRA ELBERTUS, Frater-in-Charge, East Aurora, New York.  
FRIEND:—I enclose Two Dollars to pay the yearly subscription to *The Fra Magazine*, so send the *A Thousand and One Epigrams* Book, gratis, and any other perquisites from time to time that are my due, without extra charge.

Name \_\_\_\_\_

Address \_\_\_\_\_

Foreign Postage, Canada excepted, on *The Fra Magazine*, seventy-five cents extra.

A TASTE OF THE QUALITY OF THAT BULLY  
BOOK FOR THE BILLIOUS BIBLIOPHILE  
A Thousand and One Epigrams  
WRITTEN BY ELBERT HUBBARD

---

Cultivate only those habits that you are willing should master you.

—

It is a fortunate wife who can deal with her husband honestly instead of diplomatically.

—

"I will arise," said the famished prodigal, "and go to my fodder."

—

Calvinism has gone, but it had several advantages: for one thing, it gave you peace by supplying a Hell for your rivals and enemies.

—

No one knows the vanity of riches, save he who has been rich; therefore, I would have every man rich, and I would give every youth a college education, that he might know the insignificance of it.

—

A retentive memory is a good thing, but the ability to forget is the true token of greatness.

—


Forbid a man to think for himself or to act for himself and you may add the joy of piracy and the zest of smuggling to his life.

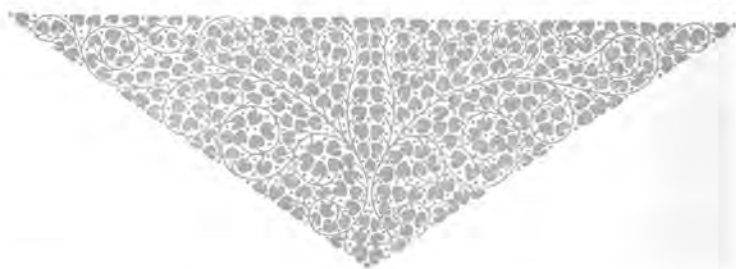
—

Noah was six hundred years old before he knew how to build the ark—don't lose your grip!

---

The Roycrofters, East Aurora, N. Y.

**K**NOWLEDGE  
consists in  
having a clever  
stenog, and a  
filing cabinet   
Genius reveals  
itself in selection  
*of* the stenog



## WOMAN'S WORK, a Book by Alice Hubbard



¶ Alice Hubbard knows in her mind and believes in her heart that a woman is first of all a person, an individual human being, and after that a woman.

¶ She knows work, for she is a worker; and she knows happiness, for she has done good work.

¶ From her knowledge of work comes her theory of living—so comes the only true theory.

¶ This is a special binding of *Woman's Work*, in modeled leather. The simple dignity of the design is a fit setting for the text. This binding is offered for the first time for \$10.00. It is a rare opportunity.

The Roycrofters, East Aurora, Erie County, New York

STREISSGVTH-DETRAN  
ENGRAVING CO.



**S-P**



MAKERS OF  
QUALITY CUTS  
MILWAUKEE, WIS.



## An Aid To Dentists

**T**HE readers of *The Fra* and *The Philistine* are more or less familiar with the doctrine of Oral Righteousness and Dental Integrity advocated by the new type of dentists everywhere. ¶ Anybody who evolves something which will aid dentistry is now heralded as a prophet of the new order and a benefactor of mankind. Dentistry is a difficult profession. One must have skill, science, art, patience, determination, good eyesight and health. ¶ Doctor E. Telle has made many contributions to the subject and many inventions of decided value to dentists. In his circular concerning new and important improvements in prosthetic dentistry, he says:

"Prosthetic Dentists are aware of the fact that by methods in vogue up to the present time, it has always been more or less difficult, and frequently impossible, to construct satisfactory, adhesive plates for mouths that are flat, hard and otherwise difficult, as many of them are. Success in this field, not being possible by methods heretofore employed, implies that it must come from a new source. My new free clearance space adhesion is more scientific, and vastly superior to suction-chambers and other methods heretofore employed."

¶ Doctor Telle is willing to give detailed information regarding his inventions. By special arrangement, he will visit points anywhere in the United States. He will later be located in New York City.

¶ Prosthetic Dentists and others who may wish to become interested in this matter may write Doctor Telle. Your correspondence will receive his serious attention.

**Dr. E. Telle, 811 Hennen Bldg., New Orleans, La.**

## Ginseng Gum

AN ADVERTISEMENT BY T. V. ORR

**C**HEWING GUM does a lot of good in the world. The girl who is chewing gum is not ruining her internal mechanism with candy and pickles; and the boy can't well chew gum and smoke a cigarette at the same time. A bit of chewing gum is more company to a woman than a fuzzy poodle, and it saves the business man lots of cigar money, with incidental benefit to his nerves and health.

Skeels' Ginseng Gum is a delightful confection. The best of chicle is used, it has a delicious, lasting flavor, and each stick contains a liberal amount of pure, powdered ginseng root. Your doctor will tell you that this is an excellent stomach and nerve tonic.

If your dealer doesn't keep Skeels' Ginseng Gum, send direct to the factory and get a supply—delightfully fresh, exquisitely flavored and each piece guaranteed to contain ginseng. Buy it. You will like it.

6 packages, 25c; 12 packages, 50c.  
25 packages, \$1.00

(Stamps, silver or currency will do.)

**SKEELS' GINSENG GUM COMPANY**  
25 SKEELS' GINSENG GUM BUILDING • AKRON, OHIO

## A Sudden Success

**J**EFFERY FARNOL is a new genius on the horizon. Mr. Jeffery Farnol's Book, "The Broad Highway," is being read all over the civilized world. A year or so ago, this man's ability was unknown except to a few friends and his immediate family.

¶ A friend, Mr. Jevons, and an English Publisher saw the "light that never fails" in this man's work. One with good advice and the other with something more substantial, brought him before the attention of the world.

¶ Are you a Jeffery Farnol? Does your literary stuff throw a purple shadow? You need help as he did.

¶ The Literary Bureau of Philadelphia is an organization devoted to the work of helping authors come to their own.

¶ If you have something to offer in the way of an essay, a poem, a story, a novel or an article, submit it to The Literary Bureau for analysis and consideration.

¶ If it is salable, The Literary Bureau will dispose of it at the highest market price and you will receive all due credit and fame.

¶ Consult them now before you are disheartened by futile efforts.

**The Literary Bureau, Inc.**  
Suite 809 Stephen Girard Building, Philadelphia, Pa.

## The Complete Set of Little Journeys

¶ Mr. Hubbard began writing *Little Journeys* in Eighteen Hundred Ninety-four.

¶ For fifteen years he wrote one *Little Journey* a month. ¶ In all he has written one hundred eighty of these brief biographies of great men.

¶ There has been a slow, steady and sure increase in the demand for these *Little Journeys*, until now they are accepted as classics, save by the non-cogibund.

¶ They are used in many high schools and colleges; and every public library in the world, of any importance whatsoever, now has these books on their shelves.

¶ We have recently printed a full set of the *Little Journeys*, and have gathered them into twenty-eight volumes.

¶ They are printed on Italian handmade paper, and are bound uniformly after a special design which we call the "Miriam Binding." It is solid boards, charcoal-paper sides, designed-leather back, making a very peculiar, substantial and useful book.

¶ Portraits of all subjects, from special drawings.

¶ The price of these books is two dollars per volume, or fifty-six dollars for the complete set of twenty-eight volumes.

¶ Your order is solicited.

¶ But if you have not seen the "Miriam Binding," we suggest that you order simply one sample book, using the coupon at the bottom of page.

¶ On receipt of this book, at your convenience you can pay for it if it satisfies you. ¶ Otherwise you can return it to us at our expense.

### THE ROYCROFTERS, EAST AURORA, ERIE CO., NEW YORK

You may send me on Approval, express prepaid, One Volume of the *Little Journeys*.

[With this book goes gratis a hand-press proof autographed portrait on Japan Vellum]

If I am satisfied with the Book when received, I will at my convenience send you

Two Dollars, and advise you of my decision about taking the whole set.

Name .....

Address .....

Date .....

The Roycrofters are now ready to receive boys from twelve to twenty years of age.  
Write for catalog of The Roycroft School of Life.

# SIX MOTTOES

Elbert Hubbard has given the world some great No. Ten Truths. The following Paragraphs well fletcherized will give any man or woman a cosmic hunch for growth and development.

The valuable man in any business is the man who can and will co-operate with other men. The foreman who opposes the introduction of a new man into an institution, and fights every innovation which he himself does not suggest, is doomed to a gradual and creeping defeat. Men succeed only as they utilize the services and ideas of other men. Co-operate!

---

Blessed is that man who has found his work.

---

Do not keep your kindness in water-tight compartments—if it runs over a bit 't will do no harm.

---

Enthusiasm is the lubricant that makes the wheels of Trade go round. A grouch is sand in the bearings. Enthusiasm, like factory melancholia, is catching.

---

**HORSE SENSE**, by Elbert Hubbard.—If you work for a man, in heaven's name work for him. If he pays wages that supply you your bread and butter, work for him, speak well of him, think well of him, stand by him, and stand by the institution he represents. I think if I worked for a man, I would work for him. I would not work for him a part of his time, but all of his time. I would give an undivided service or none. If put to the pinch, an ounce of loyalty is worth a pound of cleverness. If you must vilify, condemn and eternally disparage, why, resign your position, and when you are outside, damn to your heart's content. But, I pray you, so long as you are a part of an institution, do not condemn it. Not that you will injure the institution—not that—but when you disparage the concern of which you are a part, you disparage yourself.

---

**INITIATIVE**—The world bestows its big prizes, both in money and honors, for but one thing. And that is Initiative. What is Initiative? I'll tell you: It is doing the right thing without being told. But next to doing the thing without being told is to do it when you are told once. That is to say, carry the Message to Garcia: those who can carry a message get high honors, but their pay is not always in proportion. Next, there are those who never do a thing until they are told twice: such get no honors and small pay. Next, there are those who do the right thing only when necessity kicks them from behind, and these get indifference instead of honors, and a pittance for pay. This kind spends most of its time polishing a bench with a hard-luck story. Then, still lower down the scale than this, we have the fellow who will not do the right thing even when some one goes along to show him how and stays to see that he does it: he is always out of a job, and receives the contempt he deserves, unless he has a rich Pa, in which case Destiny waits patiently around the corner with a stuffed club. To which class do you belong?

These six mottoes are printed on Italian handmade paper. Hand-illuminated, after the style of the monks. Price, \$1.00 each. Unilluminated they are 25 cents.

The Roycrofters, East Aurora, Erie Co., New York

What are you going to do with that boy of yours? Write us for information regarding The Roycroft School.



## A Workbasket

Alice Carey, in her "Pictures That Hang on Memory's Wall," gives us all a little thrill of recollection. We see with her the picture that we love best of all—perhaps not the same picture,

but one that is simple and close to our childhood.

The workbasket, piled high with every size of stockings, that was always on mother's table by the window, just where she could look out and see us at our play, is a vivid picture for some of us.

The Roycrofters have made some Leather Workbaskets, with a soft velvet-leather lining, that will delight every woman. We have them in Ecru, Gray, Green, Brown, Tan, Old Rose and Maroon. They are 3 1-2 x 9 inches. Price, \$1.50.

THE ROYCROFTERS, EAST AURORA, ERIE CO., NEW YORK

**G**OLD has been used as the medium for color harmony ever since the blending of shades and tones was recognized as a fine art.

**Q** Here we have the reason for the gold threads used in tapestries; for the cloth-of-gold background in rare embroideries, and gold as the setting for gems.

**Q** Roycroft Modeled-Leather Mats possess a unique, distinctive harmony of color-tone because the art shades used are softened and blended with gold.

**Q** Two or three mats of different sizes can be used to advantage on your library-table.

**TABLE-MATS**—various designs—  
18 inches in diameter . . . . . \$5.00

**LAMP-MATS**—  
12 inches in diameter . . . . . 2.25

**VASE-MATS**—  
8 inches in diameter . . . . . 1.25



**The Roycrofters :: East Aurora :: New York**

What are you going to do with that boy of yours? Write us for information regarding The Roycroft School.

## FIRST EDITIONS FOR ONE DOLLAR



THE books listed here are a few stray volumes left from editions that are almost sold out. They are all books that will not be reprinted, so they will have a higher value with each year. In binding, these books have the distinctive Roycroft qualities: ooze-leather, with silk lining to harmonize, and silk marker. These volumes are printed on imported handmade paper, and in point of typography the books are gems.

### THE BASIS OF MARRIAGE

By Alice Hubbard

A few simple truths sensibly said.

### SOUTHEY

By Elbert Hubbard

A little story of a gentle soul who lived and sung.

### CHICAGO TONGUE

By Elbert Hubbard

Just what you want for that tonguey termagant—you know the one.

### The BOOK of The ROYCROFTERS

Being one of the first histories of The Roycroft Shop—these are very scarce.

### VERDI

By Elbert Hubbard

A Little Journey to the home of the man who gave us "Il Trovatore."

### CARNEGIE

By Elbert Hubbard

An appreciation of a Twentieth-Century Genius—a great businessman.

These books are done in ooze binding, silk-lined, silk marker. Special titles and initials. Price of each, \$1.00.

THE ROYCROFTERS, EAST AURORA, NEW YORK

## The Fra--Bound Volumes

THE OTHER DAY a man came to The Roycroft Shops to see us. He was interested in our work, in our life, in our books and magazines—especially was he interested in *The Fra*. He bought the six bound volumes of *The Fra*, because, he said, "I let the first numbers of *The Philistine* get by me; I can never hope to own a complete set of them, but I have *The Fras* before it is too late."

That man had a good literary eye and a good business eye. The bound volumes of the early numbers of *The Fra* are already becoming scarce.

The binding is solid, heavy boards, with brown leather back, making a dignified, unique and beautiful book which will appeal to every book-lover. The size is ten by fourteen inches.

*The Fra* is the best-printed magazine issued in America. The text is readable, and contains enough of the saltiness of time to make it live in history. It is making a peculiar and distinct impress upon the American mind.

The books will never be reprinted, and those who buy now will have something that is of increasing value as the days go by. Bound volumes of *The Fra* are Three Dollars each. Volumes One, Two, Three, Four, Five and Six are ready for shipment.

*The Roycrofters, East Aurora, New York*

The Roycroft School of Life, East Aurora, N. Y., is open to boys only, from twelve to twenty years of age.



## The Age of Big Business

**T**HIS is the Age of Big Business. Maurice Maeterlinck tells us that a bee alone has no intelligence and away from the hive it is lost and undone. So it is with men. We are interdependent and only as we co-operate do we do big and worthy things.

Organization is the keynote of success. System is the twin of organization. George H. Burr and Company, Bankers, are assisting people to enjoy the benefits of the Age of Big Business, by offering carefully selected industrial stocks of true merit and security to the average man who from his savings has the necessary capital to participate.

The securities offered by this reliable Banking Concern are seasoned and substantial, and bring a reasonable yield of profit. Marketable securities of absolutely safe quality are the only ones which interest Messrs. Burr and Company. They believe that wealth should be used for human good, and being wise they know that this is the best business policy.

Their list of the Industrial Preferred Stocks is practically a list of Class A enterprises of America. The endeavor is to interest the intelligent and industrious American to invest only in the highest-class securities, bonds and preferred stocks.

What the world needs is more wealth and a wider distribution of it. And to share in the profits of such concerns as those listed below recommended for investment by George H. Burr and Company is both desirable and right: American Car and Foundry Company, American Piano Company, American Radiator Company, American Sugar Refining Company, American Woolen Company, Brunswick-Balke-Collender Company, General Chemical Company, International Harvester Company, McCrum-Howell Company, National Biscuit Company.

Definite details in regard to Industrial Preferred Shares will be gladly sent on request. Any information regarding investments which are referred to this Company will receive thoughtful and faithful attention.

**George H. Burr & Company, Bankers**  
**37 Wall Street     ..     New York City**

## A Good Value

### *Cadillac "Desk-Table"*

❑ If the Cadillac Desk-Table were offered a few years ago, it would be at a price which would make it accessible to only the "favored few" who possess wealth. ❑ Modern methods of manufacture and distribution have made it possible to offer these wonderful tables at a price which will not be a burden to very many people.

❑ The Wolverine Manufacturing Company are the largest manufacturers of Parlor and Library tables in the world. Their output is a "table a minute," which explains the very low price at which this desk-table is now offered.



No. 236

Table Number 236, here illustrated, can be bought for \$10.50 at any Furniture-Store East of the Mississippi and North of the Ohio Rivers.

❑ Simply pulling open a drawer provides desk space with non-spillable inkwell and pen-groove, with large roomy drawer beneath desk-lid for stationery and correspondence. Nothing on the table needs to be disturbed.

❑ Choice of seventy-five designs, at prices to suit in every style, covered by four patents.

❑ Styles include reproductions of "Period Furniture," Louis XIV, Elizabethan, Tudor, Flanders, Colonial, Arts and Crafts and Modern Designs; made by skilled craftsmen from the finest materials obtainable.

❑ Look for the patented easy-sliding, nickel-plated steel slide, which allows the drawer to open freely. Counterbalanced to prevent tipping.

Booklet "B" showing our complete line in half-tone pictures will be mailed upon request.



No. 267

**Wolverine Mfg. Co., Detroit, Mich.:**

Gentlemen—Please send me your booklet "B" free.

My Name \_\_\_\_\_

My Address \_\_\_\_\_

My Dealer is \_\_\_\_\_

## An Argument You Can't Side-Step

¶ *The Philistine* and *The Fra* are edited by Elbert Hubbard ♫ ♫

¶ Their circulation is national and bona-fide. They are read and passed along.

¶ They go to a class of people who think and act for themselves, and who have the money and the brains to discriminate in favor of good things.

¶ The Editor of *The Philistine* and *The Fra* is perhaps the most widely quoted and the most positive force in the literary and business world of today.

¶ Elbert Hubbard's admirers and patrons form a distinct class, who can be reached only through the medium of his publications.

¶ While you may not agree with all you find in *The Philistine* and *The Fra*, there are thousands who do, and who believe in the advertisements as well as in the writings of Fra Elbertus.

¶ The readers of *The Philistine* and *The Fra* are made up of all classes, from the millionaire who buys the choicest and costliest products of The Roycroft Shop, to those who treasure their one and two dollar productions as their choicest and dearest bits of literature—hence anything good can be profitably advertised in these publications.

¶ No advertisement of a questionable nature will be accepted at any price.

¶ If you have anything to sell to reading, thinking people, a better or more permanent method of placing yourself before them than advertising in *The Philistine* and *The Fra* can not be found.

¶ Think it over—and let us have your contract before rates are advanced, or the "S R O" sign is flashed ♫ ♫

James Wallen, Advertising Manager, The Roycrofters  
East Aurora, New York

LIKE the Philosopher of the Platonic vision, the poet is the spectator of all time and all existence. For him no form is obsolete, no subject out of date; rather, whatever of life and passion the world has known in the desert of Judea or in Arcadian Valley, by the ruins of Troy or Damascus, in the crowded and hideous streets of the modern city, or by the pleasant ways of Camelot, all lies before him like an open scroll, all is still instinct with beautiful life.

his own idea of benevolence, but he is not a friend of the race ♫ Thousands are held in bondage to the belief that they must be helped, when the blessing would be to make them see that their salvation lies in helping themselves.—*Charles Fillmore.*

YOU will succeed best when you put the restless, anxious side of affairs out of mind, and allow the restful side to live in your thoughts.—*Margaret Stowe.*

He will take of it what is salutary for his own spirit, choosing some facts and rejecting others, with a calm artistic control of one who is in possession of the secret of beauty ♫ Art is very life itself, and knows nothing of death. And so it comes that he who seems to stand most remote from his age is he who mirrors it best, because he has stripped life of that mist of familiarity which, as Shelley used to say, makes life obscure to us.

—*Oscar Wilde.*

PEOPLE who pose before the world as benefactors and dispensers of charity should rightly be counted enemies of mankind ♫ He who dispenses charity tickles

**A TOUCH** of Nature makes us all kin and a Court decision sometimes makes us brothers in business.

A case in point is a recent decision of the Interstate Commerce Commission relating to Texas freight-rates. ♣ One of the principal reasons given for maintaining the present rate is on account of the large sums the railroads are forced to pay in personal-injury cases. ♣ In discussing this item, Commissioner Harlan said in part: "For some reason, not clearly explained of record, the amounts paid by the carriers on account of such injuries occurring in that State (Texas) were largely in excess, on almost any basis

of comparison that can be suggested, of the amounts paid by carriers elsewhere in the United States."

The records in personal-injury cases show that on the average, the person injured, or their relatives, receive less than one-half of the amount paid by the railroads in settlement of personal-injury claims; the lawyers, who in many instances "develop" the cases, receive a lion's share of the money which in the end must come from the pockets of the

farmers and merchants of the State. We are all Brothers in Law.—*Texas News Service.*

♣ **I**F the prick of a mosquito and the consequent injection of an infinitesimal quantity of malarial poison will completely change and wreck a human constitution, it is only to be expected that the injection into human blood of horse-serum, charged with diseased products, will readily produce baleful constitutional consequences.—*Arabella Kenealy.*

## STATIONERS EXTRAORDINARY

**C**VILIZATION has developed to that degree of culture where we demand finesse, skill, quality and tone in everything we use. Things once a luxury, soon become a necessity; and every judicious luxury is a good thing, because it creates a final necessity which the world produces with profit and pleasure.

DEMPSEY AND CARROLL, Stationers Extraordinary, meet the most exacting demands in their line. Their Stationery is executed in a manner which displays the finest and most painstaking workmanship.

Exquisite Stationery is the result of care, plus skill. Users of good Stationery seldom if ever change from the DEMPSEY AND CARROLL product after once using it.

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DEMPSEY AND CARROLL, 22 West 23 Street, New York City

## Of Interest to Manufacturers



**Y**OUR sales turn on your representatives. It is the salesman—his personality as well as your goods—that creates your business, and it is *qualities* that fit a man for salesmanship, as well as the mental possession of facts.

Your representative should have the bodily qualities of good digestion, circulation, breathing, a pleasant voice and perfect poise. He should have the mental qualities of patience, decision, perseverance, courage, tact, concentration, insight, observation, mental activity, accuracy and memory. He should have the moral qualities of thoughtfulness for others, which include kindness, courtesy, good-cheer, honesty, fidelity to a purpose, self-control, self-reliance and self-respect.

If you knew of a man who possessed these qualities, would you not want him as a part of your organization?

Good men enjoy work, and wise men know that there is no happiness outside of systematic, useful effort.

One man who believes and follows this creed is willing to act as a manufacturer's representative *right now*. This man will increase your business and make business for you where there has been none before.

If you want to talk with this man, by mail or in person, address P. O. Box 148, Philadelphia, Pa.



## Important to Those Who Expect to Build

**W**HEN planning to build, you will find it of *great value* to first make a careful *personal* study of the illustrations of houses, etc., that have been designed and built by a *number* of leading architects, and to also learn *their* ideas regarding the best interior arrangement and the most appropriate furnishings.

This important information, which would greatly aid you in deciding about *your own* building plans, when you take them up with your own architect and builder, can easily be obtained from the *several hundred* exterior and interior designs that are beautifully illustrated in the last six numbers of the

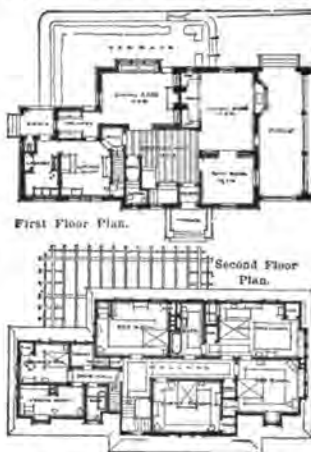
## Architectural Record

The National Magazine for Architects, Owners and Builders.  
A Powerful Business-Producer for those firms whose products are used in building-construction or equipment.  
Guaranteed circulation exceeds 10,000 monthly.

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We have a limited supply of these sets of six (including the October COUNTRY HOUSE NUMBER), which are invaluable to those who expect to build or make alterations. Although the *regular* price is \$1.50, we make *you* a *special* offer of \$1.00 for the six, while the sets last, if you will mention THE FRA. They will soon be sold. Send us your order to-day, to-morrow may be too late.



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Name .....

Address .....

A man or woman who reads poetry will finally attempt to write it ❀❀

Almost every public speaker mentions his dear wife, and the fact that he has been abroad.

Every man throws a rock now and then that he would like to have back in his hand.

Every great man must realize that he is not as great as the newspapers say he is.

In a lodge, when a man looks particularly meek, subdued and crushed, he is sure to have some awe-inspiring title like Most Worthy Grand Past Master of the World.

After a man gets along in years, the pockets in which he formerly carried love-letters and such like are

**ONE** reason young people think they have so many friends is that they never need them.

A woman who cries a great deal is usually a great kisser.

If you don't like this world, complain to the girl who is at home from school for the holiday vacation; she is running it at present.

When you get through with your work, for Heaven's sake go off and rest: don't bother the man who is still busy.

generally filled with spectacle-cases.

You don't need a very complete list of funny stories to amuse a girl who is gifted with pretty teeth.—Ed Howe.

**THE** invisible makes the nation. The nation is not made great, it is not made rich, it is not made at all, by mines and forests and prairies and water-powers. Great men make a nation great, and the qualities that make men great are invisible.—Lyman Abbott.



**T**HE man who lacks faith in other men loses his best chances to work, and gradually undermines his own power and his own character. We do not realize to what extent others judge us by our beliefs. But we are in fact judged in that way; and it is right that we should be judged in that way. The man who is cynical, whether about women or business or politics, is assumed (and in nineteen cases out of twenty, with full justice) to be immoral in his relations to women or business or politics. The man who has faith in the integrity of others in the face of irresponsible accusations is assumed (and in nineteen cases out of twenty, justly assumed) to have the confidence in others' goodness because he is a good man himself.—*President Hadley.*

**B**ROWNING is almost alone in the peculiar height and delicacy of his interpretation of womanhood, and Pompilia is the crowning illustration of this. She is the heroic type of womanhood, rising in perfect response to every height of experience, discerning through utter sincerity and

## Tools and Business

**S**YSTEM, science, saving, mean security in modern business. The thing that is successful is the thing that is done supremely well. ¶ You can not let poor work or excuses become a part of your business machinery, nor can you afford to use inferior tools.

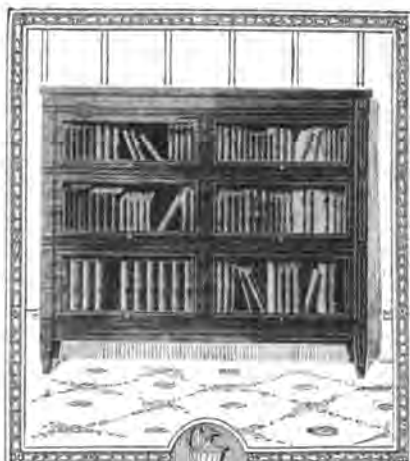
¶ Everything that succeeds today is on a high plane of efficiency. Utica Pliers are scientifically constructed to fit the human hand. They are constructed to withstand terrific trial.

Utica pliers are a tool of the better school. Brains have entered into their composition. You can use them for a hundred purposes and more. To repair gas-jets, bend or cut wire, fix machinery, guns, automobiles, or to repair other tools, Utica Pliers are supreme. ¶ They are tested thoroughly before they leave the makers' hands. Every Plier bearing the Utica brand is guaranteed to give satisfactory service.

¶ You should know more about Utica Pliers. Ask your Hardware Dealer for them.

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transparency of soul the truth in the highest relations of human life.

There is infinite delicacy and yet depths in Browning's reading of the secrets of the woman's soul, the glory and beauty of her motherhood. Pompilia is even nearer than Caponsacchi to The Truth. In each the supreme hunger is to serve the good of the other, infinitely and forever, rather than to be made happy by or to be loved and satisfied.

—Edward Howard Griggs.



# The Roycroft Fraternity

Questions from this number of *The Fra*. Use these for topics of discussion at the meetings of your Junta. Members who are working for Certificates or Diplomas should answer the questions on separate sheets and send papers to us for examination and marking—no charge.

## Lesson Number One

- 1 (a) What is a Carnival? (b) What are its chief characteristics?
- 2 What is the object of an "Old Home Week"?
- 3 What is a Revival?
- 4 What are the chief tools of the Revivalist?
- 5 Is it justifiable to do evil that good may come?
- 6 What has man done that God should wish to destroy him?
- 7 Where is Hell?
- 8 What is the Biblical conception of Heaven?
- 9 Wherein is it different from the conception of the Mussulman, the Confucianist, the Buddhist and the North American Indian?
- 10 Do you believe in bringing up children in the "Fear of the Lord"?
- 11 What is the chief object of the Sunday-school?
- 12 Distinguish between an evangelist, a revivalist, a priest, a pastor, a minister, a preacher, a circuit-rider, a rector and a sky-pilot.

## Lesson Number Two

- 1 Wherein is work a blessing?
- 2 Distinguish between toil, drudgery and slavery.
- 3 What, in your opinion, is the greatest thing in the world?
- 4 What and where is the Kingdom of Heaven?
- 5 Are you in favor of an army canteen? If so, why?
- 6 Give the derivation of the following: gossip, villain, pharmacy, king, enthusiasm.
- 7 Define Virtue.
- 8 Is patience a virtue?
- 9 What is Froebel's place in the history of education?
- 10 What is the central idea in Froebel's theory of education?
- 11 What measure of success has the Froebel system attained?
- 12 What is the main object of present-day educational methods?

## Lesson Number Three

- 1 What is a stylist?
- 2 (a) What is monism? (b) Who is its greatest living advocate?
- 3 What are the greatest inventions of the Nineteenth Century?
- 4 What are the powers of the President of the United States?
- 5 What powers has the United States Senate?
- 6 What are the powers of the House of Representatives?
- 7 Wherein is the United States Senate unique in the history of political assemblages?
- 8 How does the House of Representatives compare as a representative body with the Senate?
- 9 Do you believe in the popular election of Senators? Why?
- 10 Compare the Hamiltonian and the Jeffersonian concepts of government.
- 11 What is the "Oregon system" of government?
- 12 What is (a) the direct primary? (b) the referendum? (c) the recall?

## Lesson Number Four

- 1 How does Emerson compare with Plato, and were men greater who lived a long time ago than men are now?
- 2 What is selfishness?
- 3 Is selfishness compatible with friendship?
- 4 What is meant by "balanced selfishness"?
- 5 Distinguish between (a) pride and selfishness; (b) justice and "rightness."
- 6 What is (a) patriotism? (b) iconoclasm?
- 7 What service has Robert Ingersoll rendered humanity?
- 8 What is the central theme of Whitman's philosophy?
- 9 Compare the advantages of philosophy over religion.
- 10 What was the greatest act of President Jefferson's life?
- 11 What was Thomas Paine's part in the American Revolution?
- 12 In your opinion, who is the greatest man America has produced?

The Roycroft School of Life is now in full operation, but there is still room for your boy. Write for information.

# Suggestions for Christmas

## Manicure-Case

Our Manicure-Cases are fitted with the finest cutlery that can be procured. They are made of first quality English calf, ooze-leather lined, and modeled after a special design.

Price - - \$12.00



Open, 6 x 10 inches. Price, \$12.00



Size, 8½ x 9½ inches. Price, \$20.00

## Ladies' Shopping-Bag

This bag is made of specially selected English calf. The design is rare, and beautifully worked out. There are only a very few of these bags.

There is an inside pocket with bill-purse.

Price - - - \$20.00

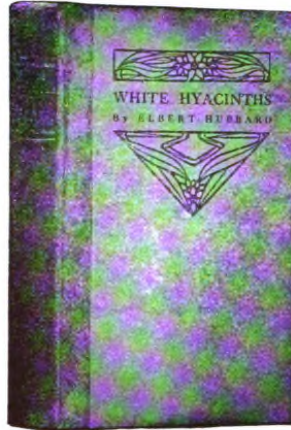
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The catalog of The Roycroft School of Life for Boys is different. It will be sent to you, gratis, on request.

# WHITE HYACINTHS

A BOOK BY ELBERT HUBBARD

**W**HITE HYACINTHS is a tribute of worth, because it is the truth told of things of value accomplished in one woman's life. To teach and preach a reverent regard of women because they are women is to set up false ideals. Such teaching is from a false premise and can have no conclusion. Nothing is ideal unless it is, and sex can not make it so.



Library Binding, \$2.00

**I**T IS POSSIBLE TO revere that which is of value in any life, only when we think, and we are prone to feel and call our feeling—thought.

*White Hyacinths* is the thoughtful recognition of a truly great life. No other Roycroft book has occasioned so much comment, critical and commendatory.

This Edition of *White Hyacinths* is in regular library binding, boards with leather back, silk marker. There are 161 pages in all, special title-page, initials and tailpieces. Price, \$2.00.

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# ESSAY ON NATURE

■ ■ ■ ■ BY RALPH WALDO EMERSON ■ ■ ■ ■

**T**HIS *Essay on Nature* is a verbatim reprint of the first book published by Emerson. This was in Eighteen Hundred Thirty-six. Emerson was thirty-three years old. In it he put all he had. It was a summing up of his inmost belief. ¶ The things that he dare not fully explain in the pulpit are here put plainly—the oneness of creation—the absurdity of a special revelation—the declaration that God speaks to any and all who will listen—and that no institution nor man can, by any possibility, monopolize or even represent the divine for other men.

¶ At this time Emerson had no ambition in the line of letters. It was Truth that interested him, not Fame. But two years after, when he gave his famous Divinity Address, he fired a shot heard round the world. Then it was for the first time that he was free to acknowledge the authorship of the *Essay on Nature*—and to live his life. ¶ The edition of *Nature* is sold out in all bindings except Alicia. These books are printed on Japan Vellum in two colors. The price is \$7.50. There are only a few of them.

**The Roycrofters, East Aurora, Erie County, New York**

The Roycroft School of Life opened September 10, 1911, at East Aurora. Write for catalog, gratis.



# To Please His Inner Self

**A**LFRD DOLGE, THE OFFICIAL Biographer by divine right of "Pianos and Piano-Makers," says of Hugo Sohmer, Master Builder of pianos: "Sohmer is a thorough Piano-Maker who has patented many improvements, enhancing the value of his product. With strongly developed artistic inclination, Sohmer has ever been satisfied to produce an artistic instrument, rather than merely to manufacture large quantities." ¶ And what Mr. Dolge says is absolutely true. Sohmer has always aimed to make pianos to satisfy His Inner Self, rather than merely to make money. ¶ And like all good work, this Piano

made with an artistic Conscience has had its material reward, and the Sohmer is in popular demand. And though it is now necessary to make their Piano in large quantities, Sohmer and Company adhere absolutely to the Ideals of Piano-Making of Hugo Sohmer and his valued Co-worker, Joseph Kuder. ¶ The "Soulful Sohmer" is the piano of great energy, delicacy and perfection. Tone, touch and scale are points which reach their highest development in this piano. The Sohmer has durability and appearance, plus the highest artistic worth, and then the cost of the Sohmer is reasonable in comparison with its high standard of efficiency ¶ ¶ ¶ ¶ ¶

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¶ We want you to send us that favorite clipping—the one that you have treasured as the choicest bit of literature.

¶ Answering the many inquiries from numerous friends as to when we were going to issue another book of the "people's favorites," we are pleased to announce

## Heart Throbs, Volume II

and hope to have it ready for distribution by Thanksgiving, 1911

¶ The first one thousand copies of HEART THROBS, Volume II, will be bound in special de Luxe edition and an autographed copy presented to each friend whose selection is chosen for the book.

GEMS OF WIT AND HUMOR that cause the smile or hearty laugh.

GEMS OF SENTIMENT that clarify the soul with sunshine.

GEMS OF PATRIOTISM that fill us full of loyalty.

GEMS OF FAITH that nourish and renew our strength for righteousness.

¶ You have a very special favorite in your old scrapbook or folded carefully somewhere in your pocket-book. Perhaps it is underscored or margin-marked in some volume at home. That's it! It gripped your heart! Send it in for HEART THROBS, Volume II.

¶ Heart Throbs is a book "of the people, for the people, by the people." Fifty thousand helped in making the original HEART THROBS, which is voted the most popular book ever published. Why? Because the people themselves were the editors.

¶ Many did not know of the first volume of HEART THROBS until after it was issued. They have urgently requested a second volume for which they would be given an opportunity to submit their favorite selections.

### HERE'S THE OPPORTUNITY!

¶ The contest will be closed October 10, 1911, and HEART THROBS, Volume II, will be made ready for the Holidays. I would be pleased to receive a personal letter telling why the selection appeals to you—if you care to tell why. Address:



**Joe Mitchell Chapple**  
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Volume II BOSTON

¶ Don't lose a day's time, but do it now. Where the same selection is sent in by two or more persons the first one received will be awarded the autographed copy of HEART THROBS, Volume II.

¶ The price of HEART THROBS is \$1.50 at booksellers or postpaid. You can order HEART THROBS, Volume II, now at \$1.50, and have it mailed as soon as ready, even though you enter your favorite clipping for an award.

¶ For your own convenience and to assist us in filing contributions, use the following coupon, attaching it to your selection:

Date .....	
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we at once give up the freehold in an eligible neighborhood if we saw it was tending to make our daughter worldly? Would we give up the chance of what the world calls success, for our son, if the work were something that would not make him a better man?

—Dean Farrar.

¶ PURPOSE produces three distinct things: Courage, Self-Reliance and Concentration. These qualities will equip any man for success. Courage is the disposition of heart that inspires him to attempt great things; Self-Reliance is the temper of mind that makes him believe he can accomplish great things; Concentration is the supremacy

WE are told of the Chinese sage Mengtsen, that when he was a child, his mother's home was near a slaughterhouse, and that she instantly left her home when she saw the child watching with indifference the pain inflicted upon animals. Her second home was near a graveyard, and again she left when she saw the boy imitating at his play the rites of superstition. That is what a pagan mother did. Would the mothers of this enlightened land do the same? Would

of will that causes him to achieve great things. When these three qualities are developed to their utmost and combined in equal proportion, we can call them by one name—genius. ¶ Genius is not a freak of natural endowment, but a product of conscious evolution.—Doctor Joseph H. Odell.

The value of a book lies, not in what it tells you, but in what it makes you think.

—Alice Hubbard.



**C**AN the public schools help to lessen criminality? To what are we going to look for the progress of society toward cleanliness and virtue? We can not longer look to the church and the medical profession, because in the solution of sexual problems and in the amelioration of criminal conditions they have both failed. To my mind, there are two possible remedies for these evils: the new science of preventive medicine, and the modification of the public schools. I hope by these two methods that society may see its way to wage war against its principal evils. We must modify our schools so as to pick out abnormal children and put them where they can be properly treated. This will cost a lot of money, but it ought to be done. Society must take hold of the social-service work in the public schools.—*Doctor Charles W. Eliot.*

**S**WIFT'S wit, though caustic, was natural and spontaneous; he never designed it beforehand or set a trap for his enemy, but he was indiscreet in its application and thereby lost a much desired bishopric, because

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A few years ago typewriters were used only for letter writing. But it is different to-day. Their field of usefulness has increased many fold.

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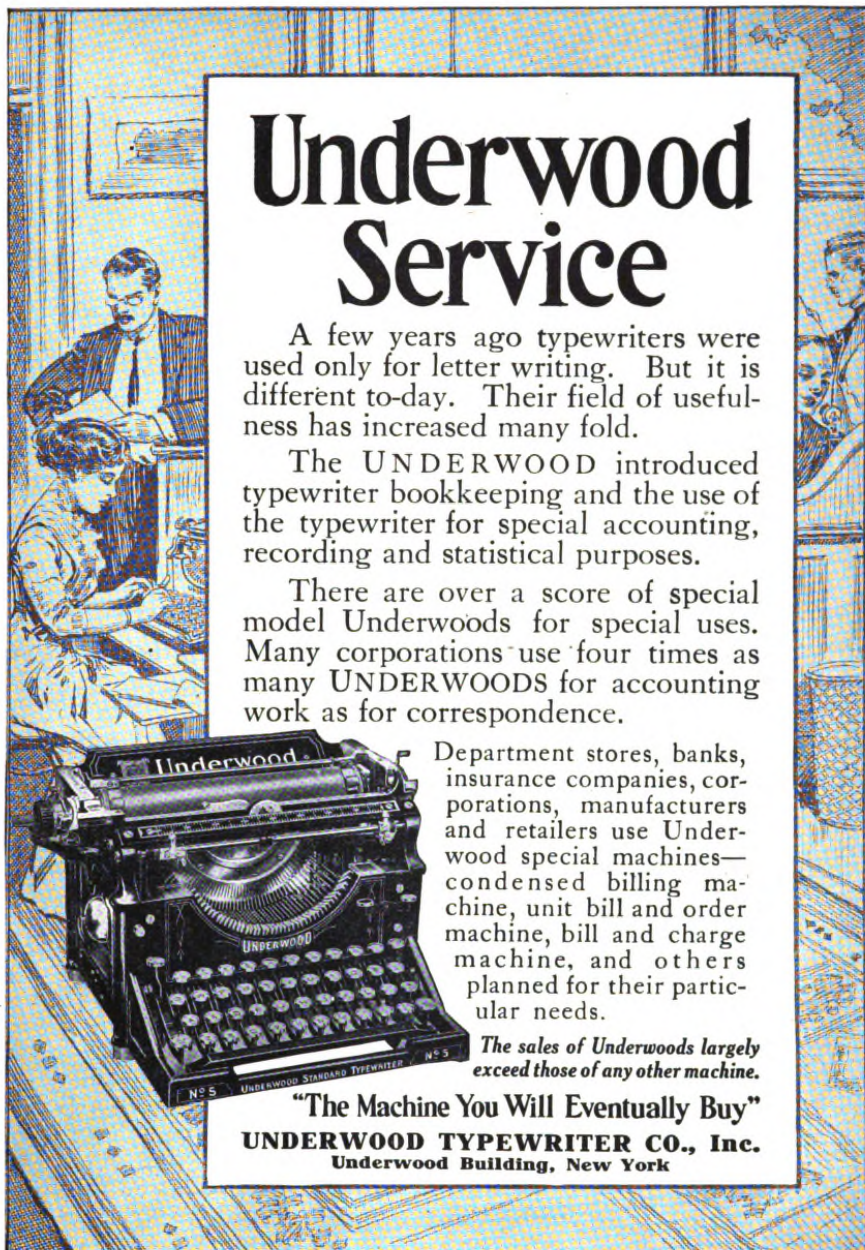
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he had grievously offended one of Queen Anne's courtiers who was in Her Majesty's grace. It is said that the Dean never laughed at his own wit; he said it on the spur of a hot temper, and did not chuckle over it; but Voltaire did, as we might expect: his meanness would never permit another to enjoy anything in which he had no share.—*Zitella Cocke.*

**Liberty means responsibility, that is why most men dread it.—G. Bernard Shaw.**

## Hand-Hammered Copper Nut-Set

**W**ORDSWORTH'S picture of himself as a boy on that heavenly day when, in the eagerness of boyish hope, he left the cottage threshold, sallying forth with a huge wallet slung over his shoulder, a nutting-crook in his hand, and turned his step toward a far distant wood, is a picture of many another boy in many another land in nutting season. ¶ Spring and fishing, Fall and nutting—these are the common seasons and the common joys of boyhood. The boy gets his whole pleasure when he brings home the “wallet” filled with brown, shiny treasure. ¶ For him a flat stone in the woodshed and a hammer is a nut service fit for a king. ¶ This hand-wrought copper nut-bowl with nut-plates, spoon and picks is for the boy's mother. With these she will rightly enjoy the season's Harvest.



Complete Set	-	-	-	-	-	-	-	-	-	\$15.00
Nut-Bowl	-	-	-	-	-	-	-	-	-	6.00
Individual Plates, each	-	-	-	-	\$.75	Set	-	-	-	4.00
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Service-Spoon	-	-	-	-	-	-	-	-	-	1.50

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## Tuftless Mattress

*Pure Long-Fiber Cotton  
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No Layers or Sections  
The Only Successful Tuftless Mattress  
Guaranteed 20 Years*

**T**HE mattress for perfect rest and sound, refreshing slumber. A big, billowy pillow for the body. Not a tuft in it—conforms to every curve and every position of the sleeper. Made entirely of pure, new, long-fiber cotton, clean and sweet as sunshine. Guaranteed for 20 years against becoming lumpy or bumpy.

**Q** You may have considered the mattress that you're using a comfortable one. Anything may seem good until we get something better. The question is "*How do you sleep?*" Do you sleep soundly, dreamlessly? Do you get up in the morning fully rested, invigorated, ready to meet the day squarely?

**Q** If not, it's reasonable to suppose your mattress is not what it might be. Then try a Sealy for 60 nights and if you don't find a big improvement over any mattress you ever slept on, the dealer will take it back and return your money.

**Q** SEALY MATTRESSES are made in all sizes, covered with the best grade of A. C. A., Bookfold Sateen or Mercerized Art Tickings, either Plain Edge or Roll Edge like illustration above—but never tufted. Prices, \$20 to \$25.

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**Q** It describes the SEALY still more fully and gives prices. We want you to read it. We will also give you the name of our representative where you can see "*The mattress that puts them all to sleep.*"

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## "An Aid to Personal Beauty"



**T**HERE is art, or should be, in woman's attire, as there is, or should be, in her housekeeping. The gown proclaims the woman. Appearance is a factor in environment. And environment molds, makes, tints and tones our lives. The carefully groomed and well-gowned woman blesses and benefits herself and the world, for she adds to the beauty, the content and the joy of it.

A good complexion, yes—for without it the symphony is discorded and harmony vanquished. To restore this harmony, here let us suggest Daggett and Ramsdell's Perfect Cold Cream. This Cold Cream has the unique distinction of being recommended and used more than any other Cold Cream made.

Daggett and Ramsdell have issued a Booklet about Complexion Woes and what Perfect Cold Cream will do to eliminate them. This Booklet is called, "*An Aid to Personal Beauty,*" with the suggestive sub-title, "*Beware the Finger of Time.*"

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It is always good economy to get large jars and tubes of Perfect Cold Cream, because it never gets rancid, and keeps as sweet as a morning rose, clear to the bottom of the jar.

Send for free tube and booklet today.

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# Four Out-of-Print Books

## A Pre-Christmas Presumption

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### Book of Songs

*By Heinrich Heine*

"No other writer has had at the same time so much poetry and so much wit, two things which usually destroy one another," says Theophile Gautier. In this book of glad and sorry songs, the true poet sings of love, of conquest, of adventure, of hope, joy, sorrow, failure, success. This edition was printed in Nineteen Hundred Three, and only a few copies are left. Some in ooze-leather binding, silk-lined; some in boards. Price, \$2.00.

### Ballads of a Book-Worm

*By Irving Browne*

"A Rhythmic Record of thoughts, fancies and adventures a-collecting. Do not suppose that the writer is always literal, and that what he has written is always his own real experience or serious opinion. Use a little imagination, if you have it handy, and read between the lines now and then. Poets are not always talking of themselves." Such is Irving Browne's Foreword to *Book-Worm Ballads*—useful hints to the gentle reader, says he. The book is bound in dull gray boards, with the title printed on golden bond. It is distinctly an individual book. Price, \$2.00.

### Maud

*By Alfred Tennyson*

"This then is *Maud*—being a melodrama as writ and arranged by Alfred Tennyson, done into a book for the delectation of the discerning, by The Roycrofters at their Shop, which is in East Aurora, Erie County, New York." So endeth the title-page of the book of *Maud*. This book is printed from a font of antique type, with special initials, title and tailpieces. There are fewer than twenty-one of these books. This adds to their value. The price is \$2.00.

### The City of Tagaste

*By Elbert Hubbard*

In the beginning there were nine hundred forty copies of *The City of Tagaste*, printed and specially illumined by hand—this was in the year Nineteen Hundred. There are now just a few stray volumes of the beauteous book. *The City of Tagaste* is a prophecy—a dream of the be-coming world. Fairylike in its romance, its truth is simple and strong. The Book is printed on Whatman paper from a classic type. The few volumes that are left are very valuable. The price is \$5.00.

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## The Roycrofters, East Aurora, New York

The Roycrofters are now ready to receive boys from twelve to twenty years of age.  
Write for catalog of Roycroft School of Life.



This car is going to destroy public faith in list prices, and we are tickled to death that we are the ones to force the show down. We will never be able to make as many of these cars as the public will demand. We know that now.

The two-passenger roadster is a revelation. It has full 25 horsepower and 100 inch wheel base. It is a full grown automobile. It is full of style—roguish, dapper, dainty—yet muscled like a Hercules, and built for Service, not to compete with the cheap runabouts that have made millions for repair men. So now that the Mitchell line reads like this:

Mitchell 2-passenger gentlemen's 25 h. p. roadster, at	- - -	\$ 950
Mitchell 4-passenger "30" touring car, at	- - -	1,150
Mitchell 5-passenger "30" touring car, at	- - -	1,350
Mitchell 5-passenger light six cylinder 40 h. p. touring car, at	- - -	1,750
Mitchell 7-passenger big six cylinder 50 h. p. touring car, at	- - -	2,250

Prices F. O. B. Racine.

Not a high-priced car in the lot. Every one within the range of reason. All built sanely, solidly and stylishly. Show us a line of cars at any price, we don't care how high, that is any better than this one. *You can't do it to save your soul.*

Every one of these cars is built of the finest materials that this world has ever produced. One maker of automobiles considers it good advertising to say that his car is built with chrome nickel steel. It makes us laugh. We use it *as a matter of course*. We know there is nothing else that will do quite as well and we're cranks on fine materials. That man might as well have said that his wheels are round and expect the public to go crazy over it. The maker who doesn't use it is *skinning his car or producing a nine-spot*. We maintain extensive laboratories for the analysis of materials and *we don't take anybody's say-so*.

Mitchell cars are equipped with top, Splitdorf dual ignition, five lamps, generator, horn, jack and tools. Extra demountable rim with the Light Six. All cars equipped with fore doors, and designed to prevent excess heat for those occupying front seats. No top on the \$950 runabout.

Is that all? No that is n't all. The justly celebrated MITCHELL SERVICE comes in right here. It's the biggest thing that has ever been done in the automobile business. It means that the parent house of Mitchell-Lewis keeps in touch with every Mitchell owner. We furnish a new part free for every part that proves defective. And we want you to know that no repair man ever built any houses on what he made out of Mitchell cars.

Every one of these branches is equipped with Trouble Men—expert mechanics, not dubs, whose business it is to see how your car is behaving—because, our interest begins in you when you buy and ceases only when you pass away. We are running this business like Marshall Field ran his up to the day of his death, and we will hang on to the public respect until the bad place freezes over.

Now, you've got our creed and our promise. If this advertisement strikes you favorably, write for detailed information and plant book. Will send you books that are on the square.

The car you ought to have—at the price you ought to pay.

"Silent as the foot of time."

Branches:  
NEW YORK  
PHILADELPHIA  
ATLANTA  
DALLAS  
KANSAS CITY  
PORTLAND, ORE.

Mitchell-Lewis Motor Co.  
Racine, Wis. U.S.A.

European  
Branches:  
LONDON  
PARIS

This is the firm that has built the famous Mitchell-Lewis wagon for over 75 years.



# Three Individual Bindings

## The Ballad of Reading Gaol

by Oscar Wilde

*"I never saw a man who looked  
With such a wistful eye  
Upon that little tent of blue  
Which prisoners call the sky."*

**M**EN are tried by their deeds as by fire, and sometimes out of the ordeal comes the power to see deep into the truth of things.

Oscar Wilde knew that Society as we have constituted it would have no place for him, but he said: "Nature, whose gentle rains fall on unjust and just alike, will shelter me in sweet valleys in whose silence I may weep undisturbed. She will cleanse me in great waters, and with bitterness make me whole."

*The Ballad of Reading Gaol* is the tragedy of truth. Its lesson is simple and plain: "by your sins do you punish yourself."

The special edition offered here is printed on Imperial Japan Vellum, in two colors. The initials are outlined in gold by hand. Binding, three-quarters levant. Price, \$10.00.

## The Deserted Village

by Oliver Goldsmith

**O**LIVER GOLDSMITH'S exterior was unlovely—no Hyperion—no front of Jove. But in Oliver Goldsmith's heart was a love for all mankind so wide that he forgot himself. This was his limitation.

When we read *The Deserted Village* we understand his love of Sweet Auburn—loveliest village of the plain.

It was not strange that Goldsmith with his volatile Irish heart should still have hoped, "his long vexations past, here to return—and die at home at last." But he never saw Ireland after he left it in Seventeen Hundred Fifty-four.

On the plain little monument in Temple Church are only these words: "Here lies Oliver Goldsmith." ¶ But there is only one man who has written a great play, a great novel, and a great poem. That man is Oliver Goldsmith.

There are just two copies of The Roycroft Edition of *The Deserted Village*. This book was printed in Eighteen Hundred Ninety-eight. The price is \$10.00.

## The Essay on Walt Whitman

By Robert Louis Stevenson

**I**T may be that Robert Louis could write of the great shaggy American Whitman better than any of the many who have felt it necessary to express their liking for or dislike of him.

Stevenson's perception was so tinged with human tenderness that he saw quite into the hearts of men, and because of this he says:

"We fall upon Whitman after the works of so many men who write better with a sense of relief from strain—with a sense of touching Nature as when one passes out of the flaring, noisy thoroughfares of a great city into the huge and thoughtful night."

The Walt Whitman book was printed in Nineteen Hundred. The initials and title-page are hand-illuminated. The binding is ooze-calf, with the turned-edge. Silk lining and silk marker.

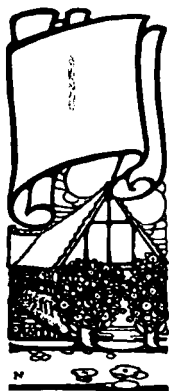
On the cover, done in gold, is the simple title, *Walt Whitman*. Price, \$5.00.

## The Roycrofters, East Aurora, New York

At The Roycroft School of Life for Boys we work for efficiency. Write for information.

# IVORY—FOR GIFTS

BY ELBERT HUBBARD



If you wish to make a Christmas, wedding or anniversary present—choose ivory. The exquisite joy that comes from owning a fine piece of ivory is past description.

Carved ivory is almost the very oldest expression in art. The Bible mentions it many times, and in almost every instance it is "gold and ivory,"

the two most precious substances known. ¶ The world is knowing more and more about ivory, and with the gradual disappearance of the elephant, there appears on the scene the genus collector.

¶ So ivory is the vogue! When you give bronze, gold, silver, or other malleable things, you give what is easy to duplicate and what is more or less commonplace. Ivory is unique; it is peculiar; it is beautiful, and its appreciation dates from the very dawn of history.

¶ Probably the finest collection of carved ivories in the world can be seen at Vantine's, New York.

There one sees miniature tablets, dancing Geisha girls, old men at work, children at play; and hundreds of things, perhaps only a few inches high, made from ivory representing the human figure, that are absolutely perfect in form and full of the subtle imagination that only the great artist can bring to bear.

¶ Then there are useful articles: combs, brushes, complete toilet-sets, paper-knives, hat-pins, belt-pins, all worked out with exquisite care—mostly by the Japanese, who

today excel in this particular line of work. ¶ Not to know ivory and appreciate it, is to be without the pale in an artistic way.

Even if one does not care to purchase, a visit to Vantine's is time well spent.

Children, young people, students, all who would know of what our wonderful little brown brothers across the sea are doing, should see the ivory display at Vantine's. It is a thing to remember long, and once fixed in memory is never forgotten.

The days will pass, as the days do, and the elephants will die; and the time will come when the form of the elephant will be shown in museums, just as we show the mastodon, the mammoth, the behemoth; and then some of these rare and exquisite things which we now behold at Vantine's will be in existence and will ornament the rooms of the queens of the earth.

And the queens of the earth are right here in America.

Art is the expression of a man's joy in his work. Beautiful things are created in an ecstasy of joy, and this joy becomes again the possession of the individual who owns this work of art, provided, of course, he is able to enter into its history and sympathize with its creation.

The province of art is to add to the happiness of the world. And if Truth and Beauty are twin sisters, and Art is their handmaiden, then how exquisitely rich this carved ivory must be!

If you want to give a present that is unique, peculiar and can not be duplicated, the value of which can never die—buy ivory!

## Bringing the Apple Country East

¶ The most important industry in the world is the supplying of food for human use. Any one who disputes this is surely a Class B thinker.

¶ Apples are forming an important part of the world's food-supply today. Most of our good apples are coming from the Golden West. Western apple-growers ship their fruit through Michigan and New York State, to New York City, Boston and London, and the market is usually very high.

¶ A pile of Western apples in the orchard makes you think of a painting by Turner. Old Sol has gilded them with gold drawn out of the soil, and flavored them with an Elysian essence. But man has sprayed the trees before the busy beetles stung the blossoms and deformed the coming fruit. Likewise, man has irrigated the soil, plowed it, harrowed it and leveled it with loving touch.

¶ I am not at all sure whether Western apples are bought by Eastern buyers on the trees at Five Cents each because God has smiled on the West or because He has placed there a superior people. My idea is that superior people produce superior apples and things anywhere.

¶ C. Louis Allen, the President of The American Apple Company, is a Western man with Western Apple ideas, and is the owner of the largest apple-orchard in the State of Montana, the Allomont Orchard at Lolo in the Bitter Root Valley.

¶ This successful apple-grower and businessman has joined hands with James S. Craig, one of the most successful and widely known Eastern growers, who last year received Thirty-five Thousand Dollars from less than ninety acres of orchard. His Rose Cliff Orchard is situated at Waynesboro in the Shenandoah Valley of Virginia.

¶ In combining their efforts, these men will apply in the East the same scientific methods which have been carried out in the West, thereby producing apples which have the size, shape, color and form plus flavor, and raise them three thousand miles nearer the market.

¶ This is a plan which will elicit the admiration of good businessmen and growers everywhere. The entire East will be benefited by this splendid combination.

¶ Just now, there is an opportunity for *Fra* readers to participate in the resulting profits. You can save Five Dollars or more a month placing it in orchard property which will have the personal care and conscientious attention of men who have already made fortunes in this business. Their products are known throughout the world, and there is no limit to the possibilities of this plan of apple-supply. Detailed information will be supplied you for the asking.

¶ Mr. C. H. Bradner is Sales Manager of this Company and will give your correspondence close attention. Splendid openings are offered for a few high-class salesmen.

**The American Apple Company,** General Offices,  
Metropolitan Bank Bldg., **Washington, D.C.**



## Adding Harmony to Evening Dress

¶ N. P. Willis thus describes Benjamin Disraeli: "He was sitting in a window looking on Hyde Park, the last rays of sunlight reflected from the gorgeous gold flowers of a splendidly embroidered waistcoat, patent-leather pumps, a white stick with cord and tassel—" and so on until you have the picture of a man whose personal appearance did not suffer because he solved world problems.

¶ Good clothes are a mental prop, and the consciousness of being well dressed lends peace, poise and power. So the



Donchester Evening Shirt created by Cluett, Peabody and Company, Shirtmakers to American Men, is adding much to the well-being of the man who considers being well-clothed a tangible asset.

¶ The evening suit has proven itself the most practical and good-looking apparel for men on occasions which demand that every man appears at his best. It has been so for decades, and will remain so.

¶ The Donchester eliminates the one disadvantage and inharmonious trait of evening dress. The ordinary shirt will bulge out when the wearer sits down. In the Donchester, the lower part of the bosom not being attached to the body of the shirt rides down over the trouser-band. The Donchester bosom is always stiff and immaculate, never suffering creases nor breaks—and its action is under cover of your low waistcoat.

¶ The graceful, efficient Cluett Donchester Dress Shirt sells at from Two to Three Dollars everywhere. Send for the Donchester Booklet—it is attractive and interesting.

CLUETT, PEABODY and COMPANY, Makers, Troy, New York

## Made For Men Who Should Have the Best

¶ Men too often neglect the things which pertain to their wearing-apparel and incidentally to their health and comfort. They are glad to note that the feminine members of the household are garbed in all the glory and luxury of the world's best, which is all very right and proper.

¶ But they sometimes resent solicitude on the part of any one else as to their own clothing. Underwear, at least, is an item of dress which men should give serious consideration.

¶ And let us here affirm that COOPER'S SPRING-NEEDLE UNDERWEAR is the best underwear investment for men. It is worn and endorsed by discriminating men everywhere, but more men ought to know its sterling virtues and secure the benefit.

¶ COOPER'S SPRING-NEEDLE UNDERWEAR is made at Bennington, Vermont, in the most sanitary way possible. Cooper's famous SPRING-NEEDLE FABRIC from which this underwear is manufactured is a beautiful, soft, silky fabric with elasticity plus durability. The yarn which composes it is of the exact size and grade essential to the making of the finest garments.

¶ COOPER'S UNDERWEAR fits with the perfection and ease that can only be secured through material with the adjustability of the SPRING-NEEDLE FABRIC. Nothing inferior in either workmanship or material will pass the watchful eye of Cooper and his helpers. To insure genuineness Cooper makes the machines that make the goods.

¶ Bennington is not the biggest place in the world; that is why Cooper built his ideal Underwear Manufactory there. The fresh air and sunshine help make COOPER'S SPRING-NEEDLE UNDERWEAR by supplying the necessary cleanliness, ventilation and good-cheer. ¶ Every man can wear COOPER'S UNDERWEAR. People who have difficulties with woolen underwear of other makes, can wear with perfect satisfaction Cooper's Fine Worsteds.

¶ Write the makers and they will send you a booklet giving prices, sizes, weights and colors in union and two-piece suits, and a liberal sample of the only genuine COOPER'S SPRING-NEEDLE FABRIC.

Cooper Manufacturing Co. A. J. Cooper, Pres. Bennington, Vt.

# SUCCESSWARD

¶ Make your leisure time over into success. You can be educated in spare moments. And perhaps this is the best kind of an education after all. Such an education is born of the love of the thing. You study when you have the enthusiasm, the strength and the splendid desire to apply yourself; not in forced school periods.

¶ Meanwhile, you are earning a living. It was surely intended that every man should earn his own living. A boy who is n't doing this is running counter to the chief purpose of his existence.

¶ The safe, sane and efficient way for a young man to increase his earning capacity while working is to enrol in The American School of Correspondence. Just now The American School is making a generous offer to men with ambition and integrity. By this plan, if you do not get promotion and advancement in the world of affairs, The American School gets no pay for its services.

¶ This plan is called the Deferred Tuition Plan, and will be fully explained if you sign and mail the attached Opportunity Coupon. No other school in the world is making such a guarantee offer.

¶ This school will loan you the cost of tuition and allow you to pay it back when an increase in your yearly income equals the amount of the loan. Could anything more inviting be offered you to get an education that will help you to make your way in the world?

¶ The American Correspondence School with its eminent instructors and efficient system is ready to welcome you in that select body of individuals who are traveling successward.

¶ Mail the coupon today.

The American School  
of Correspondence  
Chicago, Illinois, U. S. A.

## Opportunity Coupon

American School of Correspondence, Chicago, U. S. A.  
Please send me your Bulletin and advise me how I can qualify for the position marked "X."

<input type="checkbox"/> Draftsman	<input type="checkbox"/> Aviator
<input type="checkbox"/> Architect	<input type="checkbox"/> Fire Insurance Eng'r
<input type="checkbox"/> Building Contractor	<input type="checkbox"/> Telephone Expert
<input type="checkbox"/> Structural Eng'r	<input type="checkbox"/> Moving Picture Operator
<input type="checkbox"/> Civil Eng'r	<input type="checkbox"/> Bookkeeper
<input type="checkbox"/> Electrical Eng'r	<input type="checkbox"/> Steamfitter
<input type="checkbox"/> Elec. Light & Power Supt.	<input type="checkbox"/> Accountant
<input type="checkbox"/> Master Mechanic	<input type="checkbox"/> Cost Accountant
<input type="checkbox"/> Steam Eng'r	<input type="checkbox"/> Certified Public Acc'tant
<input type="checkbox"/> Sanitary Eng'r	<input type="checkbox"/> Auditor
<input type="checkbox"/> Refrigeration Eng'r	<input type="checkbox"/> Business Mgr
	<input type="checkbox"/> College Preparatory

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

Form 11-11

mode for which disgrace could be inflicted on me. He who can look on the loveliness of the world and share its sorrow, and realize something of the wonder of both, is in immediate contact with divine things, and has got as near to God's secret as any one can get. —Oscar Wilde.

✱ In our relations with doctors generally, and especially with their professional claims, it is well that we keep our risibles in good working order. How they can look so solemn when they contemplate themselves, and what they so recently emerged from, is more than I can tell. A good modest doctor told me that he believed one drugstore for the

✱ F a friend of mine gave a feast, and did not invite me to it, I should not mind a bit. But if a friend of mine had a sorrow and refused to allow me to share it, I should feel it most bitterly. If he shut the doors of the house of mourning against me, I would move back again and again and beg to be admitted, so that I might share in what I was entitled to share. If he thought me unworthy, unfit to weep with him, I should feel it as the most poignant humiliation, as the most terrible

United States would be sufficient, and that a very small one, located at about Dubuque, Iowa—the center of population—managed by one clerk, who had an indefinite leave of absence. As for medical schools, the Carnegie Committee found that there were but four good ones in America, and the rest should be closed forthwith.—Stanley E. Bowdle.

✱ That which God writes upon thy forehead thou wilt come to.—The Koran.



**N**OW were Friendship possible? In mutual devotedness to the Good and True: otherwise impossible, except as armed neutrality, or hollow commercial league. A man, be the heavens ever praised, is sufficient for himself; yet were ten men, united in Love, capable of being and of doing what ten thousand singly would fail in. Infinite is the help man can yield to man. —Carlyle.

**A** GREAT deal of talent is lost in the world for want of a little courage. Every day sends to their graves obscure men whom timidity prevented from making a first effort; who, if they could have been induced to begin, would in all probability have gone great lengths in the career of fame. The fact is, that to do anything in the world worth doing, we must not stand back shivering and thinking of the cold and danger, but jump in and scramble through as well as we can. It will not do to be perpetually calculating risks and adjusting nice chances; it did very well before the Flood, when a man would consult his friends upon an intended publication for a hundred and fifty years, and live



## What Kind of Language Do You Use?

Is it polished, forceful, and does it exactly express your meaning — does it stamp you as a person of refinement and standing in the world? Or is it slipshod, ungrammatical and ineffective? "Good English is good business," Grenville Kleiser (formerly of Yale

Faculty), whose Public Speaking Course has been so immensely successful, has perfected an original, practical Mail Course in Good English for busy people who are willing to devote at least 15 minutes spare-time to it daily — at home.

### You Can Be a Master of Forceful, Convincing English

Write Tactful, Forceful Letters, Advertisements, Stories, Sermons, Treatises, etc.  
Enlarge Your Stock of Words—Use the Right Word in the Right Place—  
Become an Engaging Conversationalist—Enter Refined Society—  
Be a Man of Culture, Power, and Influence in Your Community.

Kleiser's original and practical system is altogether different from the old-time method of teaching grammar. It is for

busy people who demand immediate, practical results at the smallest outlay of time and money.

**IT COSTS NOTHING**

to sign and mail this Coupon **NOW** for full particulars by mail. By all means, do so.

**No Wearisome, Old-Time Rules to Study  
—A New, Direct, Easy, System**

For a  
Week's  
Course,  
Dept. 32, New York City.  
Without cost on my part give me the  
details of Kleiser's Course in Good English.

NAME \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_

## Geraldson's Figs and the Family

**G**ERALDSON'S FIGS are a good physician in the house—the kind intent on keeping people well, rather than treating the ill. ¶ These Figs can be used in many ways—their versatility will surprise you. While satisfying the lingering longing for sweets, they supply Nature's gentle laxative. The kidlets will thrive with figs included in their diet list. ¶ The Foothill Orchard Company have arranged to supply families their choice Figs in 100-pound lots, freight prepaid, for Twelve Dollars; 10 pounds, by express collect, for One Dollar; 6 pounds, by express prepaid, for One Dollar. ¶ They are also prepared to supply the finest fancy dried peaches, pears, prunes and apricots, either in straight lots or in assortments. ¶ Write for quotations. The reasonable prices at which you can get these splendid California Fruits will delight you. In 100-pound lots, they take the same freight rate as Figs. ¶ The Geraldson products are packed in tight, sanitary packages and come to you as clean and fresh as the California sunshine in which they are grown, with all their original flavor retained. ¶ Anything you order from the Foothill Orchard Company is sure to be the Cream Quality in every particular.

**Foothill Orchard Company, Newcastle, Cal.**

to see his success afterwards; but at present, a man waits, and doubts, and consults his brother, and his particular friends, till one day he finds he is sixty years old and that he has lost so much time in consulting cousins and friends that he has no more time to follow their advice.—*Sydney Smith.*

The darkest hour in any man's life is when he sits down to plan how to get money without earning it.—*Horace Greeley.*

# Stop Forgetting!



Now, What Was That Fellow's Name?  
I Can't Remember Those New Terms.  
I Know—But Can't Find Exact Word.  
What on Earth Did He Say About It?

## A Perfect Memory Is the Key to Success

The mind of the average person is filled with thousands of single unrelated ideas which waver and fluctuate with every emotion, like the billows of the sea.

The man with a Wandering Mind can never hope to Make Good—he will always be a drug on the market—he has too many competitors. The great men of all ages are those who acquire the ability to concentrate and to memorize.

### You Can Be Trained to Remember Accurately

In the business battle — matching wits each hour of every day — the ability or inability to think on your feet, to remember instantly and accurately means gain or loss. To succeed you must be "forget-proof." Just as surely as a poorly organized business can be placed upon a basis of perfect systematization and thereby made thoroughly efficient — so can your mind be trained and made a classified indexed and cross indexed filing system of facts so that you can command, on the instant, any thought, fact or argument.

### The Dickson Method of Memory Training Will Do This for You

It will enable you to classify impressions, ideas, names, facts and arguments so as to have them ready at a moment's notice at any time. It will train you to think on your feet, to converse in a natural, interesting way, to overcome self-consciousness and bashfulness, to acquire easy, logical thinking. My course is not a theory, but is purely and absolutely scientific—the result of more than 20 years of close, intimate contact with students in schools and colleges and searching their developing minds for means of strengthening their memories.

### I Want to Send You My Book, "How to Remember,"

**Absolutely FREE** Simply clip the coupon and mail it today. It will explain clearly the course that has raised thousands of men from failures to great successes. You can have this same training. My free book is the first step. Don't delay. Age, education, vocation or place of residence makes no difference. Send the coupon today.

### How to Get a Free Copy of This Valuable Book

De luxe edition handsomely illustrated, richly bound. Is exactly suited to meet the needs of the man or woman who desires to be a successful public speaker. The price of this 1911 de luxe edition is \$2.00. I will, however, present a copy absolutely free to every student who enrolls for my course of memory training within ten days after reading this offer.

Send the Coupon Today



My method is highly recommended by ELBERT HUBBARD, PROF. DAVID SWING, and thousands of others. Ten minutes a day of your spare time will give you this training and not interfere with your work in any way.



Prof. Henry Dickson

Principal, Dickson School of Memory  
963 Auditorium Bldg., Chicago, Ill.  
Send me free booklet "How to Remember," also full particulars how to obtain a free copy of Dickson's "How to Speak in Public."

NAME.....  
STREET.....  
CITY.....STATE.....

**W**HAT if I differ from some in religious apprehensions? Am I therefore incompatible with human societies? I know not any unfit for political society but those who maintain principles subversive of industry, fidelity, justice and obedience. Five things are requisite for a good officer: ability, clean hands, dispatch, patience and impartiality. —William Penn

**W**HENEVER you come into contact with any book, person, or opinion of which you absolutely comprehend nothing, declare that book, person or opinion to be immoral. Beshatter it, vituperate against it, strongly insist that any man or woman harboring it is a fool, or a knave, or both. Carefully abstain from studying it. Do all that in you lies to annihilate that book, person or opinion. —Olive Schreiner.

**P**ATIENCE and persuasiveness are beautiful virtues in dealing with children and feeble-minded adults; but those who have the gift of reason and understand the principles of justice, it is our duty to compel to act up to the highest light that is in them, and as promptly as possible.

—Elizabeth Cady Stanton.

The Past is continually needed to explain the Present.—Tylor.

**T**HE ripe fruit is dropped at last without violence, but the lightning fell and the storm raged, and strata were deposited and upturned and bent back, and Chaos moved from beneath, to create and flavor the fruit on your table today.—Luther Burbank.

**T**HE only road to advancement is to do your work so well that you are always ahead of the demands of your position. Our employers do not decide whether we shall stay where we are or go on and up; we decide that matter ourselves. Success or failure is not chosen for us: we choose them for ourselves.

—H. W. Mabie.

**W**HAT might be the outcome of granting suffrage to women, no one could certainly tell. I should not myself anticipate any immediate entrance of the millennium. I should, however, expect a good many improvements in our social and political life from giving women the vote, and I am somewhat confirmed in this opinion by the present character of the opposition. But even if this were not the case, I should still insist upon it as something that ought to be done for the removal of a great injustice; and I believe it is always safe to be just, and that in the long run justice will vindicate itself by its results.—Professor Borden P. Browne.

✱  
This day we fashion Destiny!—Whittier.

## Four Great Reasons for Nelson's

There are thousands of reasons why Nelson's is as desirable and attractive as any Encyclopaedia—But there are four great reasons why it is unique and pre-eminent—superior to any other Encyclopaedia ever published. These are:

1. **IT CANNOT GROW OLD** because our subscribers are furnished with at least 500 pages of new information each year—semi-annually, in March and October—which brings them up to the minute on all important events. These pages are properly numbered, and by simply turning a nut in our loose-leaf binding you can remove the obsolete pages, and insert the new. Your Encyclopaedia will be just as much up to date twenty years from now as it is today. No other Encyclopaedia CAN possess this feature, as it is fully protected.

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NE'S possible influence over another in no small degree depends upon the range of his interests; for influence normally requires sympathetic understanding, and sympathetic understanding means the ability to enter into the interests of the other man—to see the matter from his point of view. Here lies the main task of every teacher, and of every leader of men, who does not mean to be a mere demagogue.

—Henry Churchill King.



## The City Of Fine Minds



**A** HOBBY which gives joy without headache, peace without stupor, and friends who are not rivals, is worth cultivating. Its basis is human sympathy, and its excuse for being — books.

¶ People who have a love for books, also possess a love for most of the other good things of life. Two book-lovers, George Dudley Seymour and Mr. Everett E. Lord, possess posters, china and brocade, beautiful handiwork of wonderful people. Mr. Lord has a collection of prints which cost him ten thousand dollars, gathered in a space of twenty years.

¶ The particular reason for telling you about these two men is simply to illustrate the fact that they have the desire and the means to purchase all the beautiful things which a love of books has created a desire for.

¶ To sell something extra choice, we would appeal to people who are interested in the refinements of life, and no better list of such people can be found for this purpose than the readers of "The Bookman Magazine."

¶ "The Bookman" Subscription-List is a census of the Celestial City of Fine Minds. Once a month, "The Bookman" goes on Little Journeys to the Homes of people who look for it with an interest that is intense. "The Bookman" is not laid aside to be read any time, but is eagerly taken in hand the moment it arrives, and every number is referred to again and again throughout the year.

¶ You can pay more for advertising space in other magazines than "The Bookman," but you can not get better value for your money. "The Bookman" is unique in its particular field and is not a stereotype, or what is called a standard, magazine.

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¶ Like attracts like and "The Bookman Magazine" readers are folks who live on "The Bookman" plane of high thinking, of clean living. To reach them, you must advertise in "The Bookman Magazine." These people stand for beauty, cleanliness, truth, good cheer, and if your products possess these things, you can do your business no better service than to get in touch with Ralph E. DeWitt, Business Manager, "The Bookman Magazine."

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**T**HERE is no fundamental antagonism between labor and capital. Capital is, in large measure, the product of labor, and there can be, or at least there should be, no conflict between him who creates and the thing he creates. In the final analysis, the problem is in the distribution of wealth: there always has been, and possibly there always will be, a difference of opinion as to the equitable distribution of wealth. But I am optimistic enough to believe that, as time

is well worth the effort, and makes a man bigger and stronger, and a more desirable employee. It brings him nearer promotion, and raises him in the esteem of his family and friends.—*W. L. Park.*

**R**EGARD ideas only in my struggles: to the persons of my opponents I am indifferent, bitterly as they have attacked and slandered my own person.

—*Ernst Haeckel.*

goes on, the men of both labor and capital will, to a greater and greater extent, adjust their relations amicably and honorably, and without recourse to the strike or lock-out

—*John Mitchell*

**F**OR his own personal good, and the strengthening of his character, every employee should give the "soft answer that turneth away wrath," and cultivate the art of smoothing things out—truly more satisfactory than to end the run or the day with some unnecessary altercation with a patron rankling in his mind, filling a part of his hours "off duty" with the worry of such incidents. Every victory over discourtesy

✱ DO not know what I may appear to the world, but to myself I seem to have been only like a boy playing on the seashore, and diverting myself in now and then finding a prettier shell, or a smoother pebble than ordinary, whilst the great ocean of truth lay all undiscovered before me.

—Newton.

✱ IT is right and necessary that all men should have work to do which shall be worth doing, and be of itself pleasant to do: and which should be done under such conditions as would make it neither over-wearisome nor over-anxious. Turn that claim about as I may, think of it as long as I can, I can not find that it is an

exorbitant claim; yet again I say if Society would or could admit it the face of the world would be changed; discontent and strife and dishonesty would be ended. To feel that we were doing work useful to others and pleasant to ourselves, and that such work and its due reward could not fail us! What serious harm could happen to us then?—William Morris.

It is only those with whom life is no object who truly value life.—Lao Tzu.



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The Ohio Electric Car Company, Dept. H, Toledo, Ohio

✱ AN enlightened mind is not hoodwinked; it is not shut up in a gloomy prison till it thinks the walls of its own dungeon the limits of the universe, and the reach of its own chain the outer verge of all intelligence.

—Henry Wadsworth Longfellow.

✱ HOWEVER is afraid of submitting any question, civil or religious, to the test of free discussion, is more in love with his own opinion than with truth.—Watson.





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The Lamps here pictured are examples of the various Handel Lamps designed for Desk and Boudoir use. Titian yellows, Botticelli blues, Raphael reds, scarlets and crimsons, and the soft greens of Leonardo da Vinci are deftly used in the superb shades of these wondrous lamps. No more beauty has ever been put into lamps than that which the artists of the Handel Staff have conceived. These lamps for Desk and Boudoir were evolved with both utilitarian and artistic ideals in mind. They are about fifteen inches high. The coloring is exquisite, and their graceful construction renders them practical in every way. The Handel Company produce many styles of lamps and lighting-fixtures for electricity, gas or oil. Handel Lamps are sold by discriminating jewelers and lighting-fixture dealers everywhere who know the market's best. These Lamps make charming Christmas gifts. Write for the booklet, "Suggestions for Good Lighting," and also think about the people you want to surprise and please with a Handel Lamp as a gift.

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# THE IRISH AND FLOUR



THE finest book in the world is an Irish production. Look at it when you are at Trinity College in Dublin. "The Book of Kells"—it represents the work of one man. He began this book when a youth of twenty, and finished it when he was past eighty. A lifetime to a single book! Think of the patience, the endurance, the devotion, the persistence, the love of such a man.

¶ Alexander Turney Stewart was an Irishman, born in Eighteen Hundred Two. He came from the land that supplied England her greatest orator, Burke; her greatest satirist, Swift; her greatest fighter, Wellington; one of her greatest poets, Oliver Goldsmith; one of her greatest scientists, John Tyndall.

¶ "Look out for transplanted Irish—they will run the world!" said Mulvaney to his friend Rudyard Kipling.

¶ I once heard Michael Davitt say, "I came from a race that will not pay rent." The answer in America is obvious—the Irish are land-owners, not renters.

¶ And it was Shane Bros. who, with the help of Wilson, true Irishmen, evolved the Flour business in America until it became a fine art. Shane Bros. & Wilson Company, Irish, are the manufacturers of "King Midas Flour, The Highest-Price Flour in America and Worth All It Costs."

¶ The concentration, patience, application, persistence and love which that monk who created "The Book of Kells" brought to bear in his bookmaking, Shane Bros. & Wilson Company have focused on the making of flour.

¶ Wholesalers, grocers and jobbers are largely responsible for the marketing of food-products; and the salesmen employed by these houses influence the local retailer to a greater or less extent as to what he shall put in stock and offer to the public.

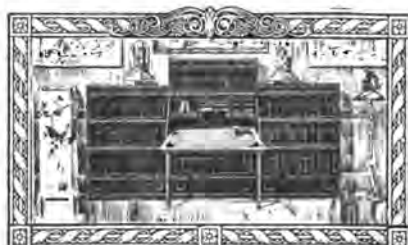
¶ This particular message is designed to appeal to the wholesaler, and to say to him that if he has the interest of his patrons at heart, who in turn are looking for the welfare of their customers, I would say, "Advocate and sell King Midas Flour."

¶ You are giving the grocer a chance, and every opportunity you give him to expand his business is a direct aid to you. You can not afford to give him an inferior product. Business is built on co-operation, faith, reciprocity, helpfulness, truthfulness, frankness and fraternity. All of these good qualities enter into the making and selling of "KING MIDAS FLOUR."

¶ King Midas costs a little more than any other flour, but you are not in a "cheap" business if you are progressing. ¶ Purchase your Flour supplies from the Irishmen who make flourmaking a fine art.

¶ The Shane Bros. & Wilson Company will gladly supply you any information you may desire on the subject of FLOUR.

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Washington, 1215-1230 F St., N.W.  
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(Not Made of Scraps)

**W**HATEVER else the Keystone State may be noted for, its delicious Scrapple is passport to the honor-roll. A more ideal breakfast dish has never been evolved.

☐ The meats and ingredients which enter into the making of Big Oak Scrapple are raised and prepared on a farm noted for its superiority, its cleanliness, sanitation and scientific stock-feeding.

☐ Big Oak Scrapple is for people who demand the best and with whom quality is the first consideration.

☐ Big Oak Scrapple is made by people who live the simple life and make honest Scrapple in a simple, wholesome way, on the farm that produces the materials which enter into it.

☐ Six-pound boxes are One Dollar. If your grocer can not supply you, the Manager of Big Oak Dairy Farm would like to have his name and address. For One Dollar and Twenty-five Cents, the Farm will express a box of Big Oak Scrapple to you prepaid if you live in the Middle Atlantic States; prepaid proportionately anywhere else.

**Big Oak Dairy Farm**  
Downingtown Pennsylvania

appears, the fame of strength and power to that of virtue. Whereas, the Deity Himself, to whom they were anxious to be compared and assimilated, is distinguished by three things: immortality, power and virtue; and of these the last is the most excellent and divine.

—Plutarch.

**A** GREAT many more changes have been wrought for the benefit of women, and through women for the whole human family, during the last sixty years since the struggle for woman's enfranchisement began than were wrought in the six thousand years preceding. While it can not be asserted that all these changes are due to the woman suffra-

**I**F all the virtues of Aristides, the people were the most struck with his justice, because by it the public utility was the most promoted. Thus he, a poor man and a commoner, gained the royal and divine title of "The Just," which kings and tyrants have never coveted. It has been their ambition to be styled Poliorceti, "takers of cities"; Cerauni, "thunderbolts"; Nicanors, "conquerors." Nay, some have chosen to be called "Eagles," and "Vultures," preferring, it

gists themselves, they are due to the agitation for woman suffrage and the kindred agitations which have pointed toward the complete democratization of the nations of the world.—*Reverend Anna Shaw.*

**T**HE road to happiness is the continuous effort to make others happy. The chief aim of life ought to be usefulness, not happiness; but happiness always follows usefulness.—*Talmage.*

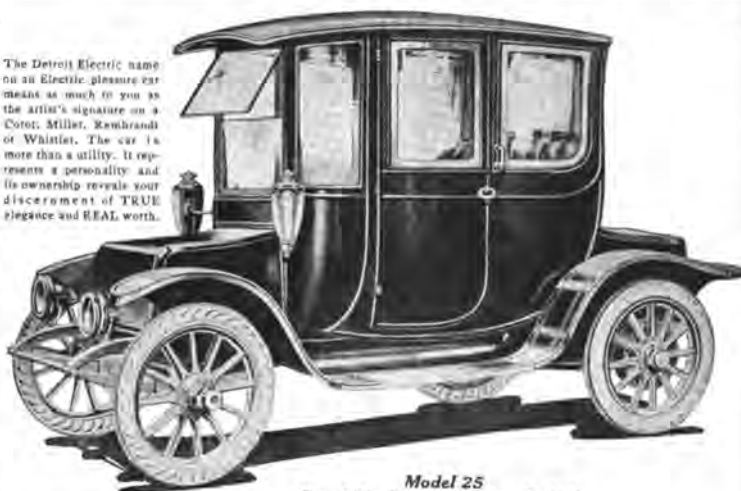
THE pressing need of the age is for young men and women who are willing to do their very best with what they already have. If they are without brilliant talents, but possess the genius for brave, helpful work in the community, they will succeed in wresting glorious victory out of the grip of defeat, and in making the world better than it was when they entered it. It is the supreme duty of all to make the most of whatever they possess, whether it be bodily strength, mental capacity, social ability, musical talent, or whatever else it may be. Many men and women who started out in the world with but small chances, to all

appearance, of succeeding, have won their way to the front in spite of their meager capital in knowledge or brain-power. But they made the most of what they had.

—T. J. Macmurray.

LOVE one human being purely, warmly, and you will love all. The heart in this heaven, like the wandering sun, sees nothing, from the dewdrop to the ocean, but a mirror which it warms and fills.—Richter.

The Detroit Electric name on an Electric pleasure car means as much to you as the artist's signature on a Corot, Millet, Rembrandt or Whistler. The car is more than a utility. It represents a personality and its ownership reveals your discernment of TRUE elegance and REAL worth.



Model 25  
One of Ten Beautiful Designs for 1912

THE turn of a key, your hand on the horizontal speed-controller which *allows* full seat room, and you are ready to quietly "float" the miles away.

A slight movement of the hand—always in a natural, restful position on the horizontal lever—and you have a choice of five speeds. Move it back of neutral position and you apply the hub brakes, without even touching the foot pedals, or you can, also, bring the car to an abrupt stop by one pressure of the foot, which acts on four powerful, rear wheel brakes and at the same time instantly stops the flow of current—a double safety device, patented.

The instant response of the car to your slightest wish naturally creates an irresistible desire to know about the unseen beauty of its mechanism upon which *all* depends. You wish to know about the storage of electricity, how it is turned into mechanical power by the motor and then carried to the wheels without waste through the "Chainless" Shaft Drive—another patented feature.

Explanatory Note.—The word "Chainless" does not refer to the absence of side chains alone, but applied to the shaft drive, means no chain or gear reductions concealed at the motor, beneath the car. A "Chainless" Shaft Drive has 1130 fewer parts than a Shaft Drive constructed with concealed chains, a self-evident advantage.

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Shaft Drive  
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WOMAN needs the franchise, and is right in asking for it. Nothing in the demand threatens the home or her performance of natural feminine functions. It is only in her struggle to secure what is her simple right that there is danger of her neglecting serious duties.—Professor Frederick Starr.

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☞ Don't write—send flowers on every occasion of joy, remembrance, congratulation, anticipation, condolence—via the Sign of The Rose.

☞ Flowers are always joyously welcome in times that are happy, and they are needful in moments hard to bear. Flowers express sentiment better than words and more easily. Anniversary and birthday posy presents, floral gifts to the sick, and many other special flower necessities prepared in alluring manner by Fra Fox, are Five Dollars and up, passage paid. Tell Fox the real reason for sending the flowers (if you care to), and he will do the appropriate thing.

☞ The special Five-Dollar Box of Christmas Flowers is delivered in your home town or anywhere in the United States—all you have to do is send your card and her address with your remittance. Send your order early, so that the first choice and lovely pre-Christmas products of the Sign of the Rose Flower-Shop will be selected and lavishly made up for you.

☞ Charles Henry Fox has an intimate knowledge of the witchery of flowerlets, fixings and fascinating fancies.

☞ Whatever you order of Fox will receive conscientious treatment and loving care. Fox Packages are sumptuous, beautiful and inspirational.

☞ Christmas is not so very far away—the time is not long 'til Yuletide is with us.

☞ So consult Fra Fox now.

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### *Cadillac "Desk Table"*

¶ One of the splendid traits of American Home-Makers is their disregard of precedent in buying furniture. Antiques may and may not be beautiful, and they are not always practical, so the American bent on furnishing his house with good taste and utility in mind buys of American manufacturers who are producing what he needs. He is not taken in by the Antique-Dealers, who, according to Worldly Wiseman, employ a man to make wormholes in Italian pieces. ¶ The Wolverine Manufacturing Company are furniture-makers to the American citizen, and what they evolve is always of interest to the people. ¶ The Cadillac Desk-Table combines the luxury of a real desk and a handsome library-table in the space of one



No. 236

Table Number 236, here illustrated, can be bought for \$10.50 at any Furniture-Store East of the Mississippi and North of the Ohio River.

¶ Simply pulling open a drawer provides desk space with non-spillable inkwell and pen-groove, with large roomy drawer beneath desk-lid for stationery and correspondence. Nothing on the table needs to be disturbed. The patented, easy-sliding, nickel-plated steel slide allows the drawer to open freely. Counter-balanced to prevent tipping. Choice of seventy-five designs, at prices to suit in every style.

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¶ The good businessman today considers a transaction which is unprofitable for his customer a calamity to himself. Grocers who are wise have an eye intent on the best interests of the people who buy from them.

¶ So the grocer who suggests to you HUNT'S QUALITY FRUITS, "the kind that is NOT lye-peeled," is doing you a genuine service. When he says that they are the best the market offers, he is telling an unadulterated truth.



¶ For, "There's no lie on the label—There's no lye in the can." Delectable pears, the choicest cherries, luscious peaches, delicious apricots and Perfect Hawaiian Pineapples. "Picked ripe—canned right." The grocer who endorses Hunt's Fruits is Class A.

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¶ And by the way, you have the opportunity to make this Little Journey without expense to you. Hunt Bros. Co. are giving away one hundred free trips to California, also Ten Thousand Dollars in cash prizes.

¶ Write for particulars about the Trademark-Collecting Contest.

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Roycrofts  
East  
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N. Y.

## The St. James

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PHILADELPHIA

THE ST. JAMES HOTEL is ideally located in the center of the exclusive Philadelphia social life.

¶ The management of the St. James desires to make this hotel representative of the best that American Hotels offer in the way of service and comfort.

¶ Rooms, \$2.00 per day up. Room and bath, \$2.50 per day up. Suites, 2 to 6 rooms.

Eugene G. Miller, Manager



# KNOX HATS

## RESPECTABILITY AND SUCCESS



**O**LIVER WENDELL HOLMES, the Gentle, thought that the style of a man's hat suggested the status of his respectability, and very likely this is so in most cases. Yet some very good men neglect this important part of their attire.

¶ It is a sad injustice to yourself to allow your headwear to tell tales about you which are not true. You do not have to devote much time or attention to your hats if you insure getting quality by purchasing KNOX Hats.

¶ Style, material and color are perfected points in the KNOX. Every KNOX Hat is the result of patience and skill.

¶ The other day a maid who has an unusual supply of intuition said: "I am always curious to see the label in a man's hat. It tells a lot about him you will find out later to be true. A chap who wears a KNOX is a pretty good sort as a rule."

¶ Several large corporation heads, wise and powerful men, agree with this girl, and insist that their salesmen who meet their buying public should wear KNOX Hats.

¶ If the Springtime of life is still in your heart and brain, whether you are twenty or eighty, you will like the KNOX Hat, because it suggests success, respectability and power.

## KNOX, HATTER

### RETAIL STORES

452 FIFTH AVENUE, COR. 40TH STREET

196 FIFTH AVENUE, NEAR 23D STREET

DOWNTOWN STORE: 161 BROADWAY—

SINGER BUILDING

### MANUFACTORY

GRAND AND ST. MARK'S AVENUES

BROOKLYN, N. Y.

## NEW YORK

### WHOLESALE

### DEPARTMENT

452 FIFTH AVENUE

(SIXTH FLOOR)



# Chiclets

REALLY DELIGHTFUL

## The Dainty Mint Covered Candy Coated Chewing Gum

People of probity who prize purity, all chew Chiclets. Preserves the teeth, purifies the breath, adds to the gentle joy of life. Chiclets! Yes, Terese, Chiclets, the mildest, most innocent and beneficent dissipation known to man. Chiclets for ours—Chiclets! 5 cents the ounce, and 5, 10 and 25 cent Packets.

SEN SEN CHICLET COMPANY, Metropolitan Tower, New York

soap—all vain frills and fripperies expended to bring about a transaction governed by the same economic laws as that of buying a loaf of bread or purchasing a season ticket on another railroad than that of love.

The various processes of salaaming and distributing bakshish which obtain before we conclude the simple economic bargain in trading for a husband or a wife, are relics of the leisurely trafficking of the East, whence we draw our marriage customs.

Moreover, I am going to show, by statistics of the Registrar-General's returns, that a present-day Englishwoman has not got a thousand-to-one chance of getting

**N**Y impartial observer may have noticed how much of this nation's time is being wasted in the innumerable futile preliminaries which precede such a simple operation as that of getting married.

Marches and countermarches, alarums and excursions, holding hands that might be employed in increasing the nation's wealth, either in spinning cotton or in breaking stones, dragging in moon, stars and flowers, mugging up verses that would not even sell a cake of

the man she has selected. Therefore, in nine hundred ninety-nine cases it is mere sowing the whirlwind, mere useless labor.

There are nearly 45,000,000 people in the United Kingdom. In Nineteen Hundred Seven the number of marriages was 331,413—in other words, only fifteen women in every thousand of population find their natural and heaven-sent billet. And there is a surplus of over a million more women in this country. ¶ And every year things are getting worse,



for there is an annual exodus of some 300,000 able-bodied, marriageable men from the country.

Therefore, it is obvious that the art of luring the wily, marriageable bird into the connubial cage must be conducted with more science, must be made more direct, less diffuse, and especially must women be taught to separate the wheat from the chaff.

¶ The following statistics are intended to enable every woman to discriminate between the real marrying man and the wolf in sheep's clothing, the never-to-be-pardoned, no-intention-possessing-even-when-challenged-by-a-would-be-mother-in-law, butterfly-philandered flirt. The propo-

sition we will investigate is simply this: ¶ Given the average woman; to calculate from her age and civil condition (spinster or widow) her exact chances of getting married, and to show among which group of men, and in what civil condition (with either bachelors or widowers), she has the best chances of finding a husband.

We must, of course, begin with the spinster. Her need is greater than that of the widow. The statistics show that the best marrying

age for spinsters is from twenty-five to twenty-nine. One in every eight marries at that period.

Now, that is an enormous proportion, when we remember, as I have just shown, that, compared to the total population, only fifteen women in every thousand—that is, only one and a half in every hundred—get married; and that the number of young men, or other persons, making from nine hundred dollars to one thousand dollars a year is not more

# Old Hampshire Bond

[13]



Stationery  
That  
Fits  
Your  
Business

THERE is a certain color, a certain size and a certain style of printing for your letter-heads that harmonizes with the character of your business. Whether you sell art objects or manufacture brooms, there is one right kind of stationery and many wrong kinds.

## Old Hampshire Bond

[14]

OLD Hampshire Bond is the first step towards the right kind because it is a bond paper—and bond paper is preferable for all business correspondence because it is the cleanest, toughest and most pleasant to handle of all paper.



[15]

BEFORE buying any more stationery you should see the Old Hampshire Bond Book of Specimens. It shows a wide selection of letter-heads and business forms. One style of printing, lithographing or engraving, on white or one of the fourteen colors of Old Hampshire Bond, is sure to express exactly the feeling-tone you desire for your stationery.

Write for it under your present letterhead.

*Hampshire Paper  
Company*

*South Hadley Falls  
Massachusetts*

*The only paper makers in the world  
making bond paper exclusively*





## If You Had Built One of Our Greenhouses

When we Urged You to in Our Summer Ads.,  
You Could Now be Eating Vegetables From It

**A**ND vegetables grown in a greenhouse are far superior to the outdoors ones. Superior, simply because the growing conditions in a greenhouse are such that the best there is in the plants goes toward the plant's betterment. None of their strength is taken to withstand sudden changes in the weather or too much or too little rain.

By having more than one compartment in your house you can vary the temperatures in each and grow an endless variety of things. Beans, tomatoes and strawberries, for instance, do splendidly together. Outdoors, you seldom make a success of more than one crop; while in a greenhouse you can have several—one following close on the heels of the other, all the year about. Then there is the fun—the

genuine fun your greenhouse will give you in watching the things grow—and helping them a bit, perhaps.

To all this should also be added the satisfaction, the pride, of having things from your own greenhouse.

"How about the cost?" you ask. Well, there are automobiles for \$600 and those for \$6,000, and more; and it's much the same with greenhouses. But sure we are, that we have a house that will exactly meet your needs and pocket-book. As a matter of convenience, send for our catalog—select a house, and let us talk it over together.

When you learn what they cost—and *what they will do for the cost*—you will be agreeably surprised. Of that we are sure.

## Lord & Burnham Company

Irvington, N. Y. — *Factories* — Des Plaines, Ill.

NEW YORK  
St. James Building

BOSTON  
Tremont Building

PHILADELPHIA  
Franklin Bank Building

CHICAGO  
Rookery Building

every seventy-three marries, whereas spinsters from thirty to thirty-four marry three and one-half times as often as these young ones (one in twenty-three), and, incredible dictu, even spinsters from thirty to thirty-four marry two and a half times as often (one in twenty-eight), while even those fat, fair and forty (from forty to forty-four) find a husband once in fifty-eight times, to the sweet seventeen's once in seventy-three. Thus these figures show us very clearly that we are no longer wasting our time with the young ones for marriage purposes. Sweet seventeen is an exploded fallacy.

From forty-five to fifty-four, moreover, the

than 219,495—that is, not more than five in every thousand of total population.

The next best period when girls (spinsters) are in demand for the marriage market is from twenty to twenty-four, when one in thirteen finds a partner. It is significant to note, therefore, that the advantage is not with the young ones.

This becomes very evident when the statistics show us that, of girls from the ages of fifteen to nineteen, only one spinster in

spinster has a very good fighting chance, for one in every one hundred and ten marries, as against one in seventy-three for the girls from fifteen to nineteen.

But even after that age they need not abandon matrimonial hope. Even from fifty-five to sixty-four one spinster in every three hundred sixty-five marries, which is not so dusty, when the young girl of nineteen only marries five times as often.

And even after sixty-five, they do not cease

trying. One in every three thousand thirty of them marries, which is not discouraging, considering she must have been very busy missing catching a man for some half a century previously.

It was Buffon, the great natural historian, who said, I think, that the study of man is man; but it would be far more correct to say that the study of woman is man. Man of the male persuasion has a thousand more important things to think of than mere woman: what is going to win the City and Suburban, how to improve his handicap in golf, whether the cashier will negotiate a slight advance on his next week's salary, and so forth.

¶ But woman focuses her earthly desires on winning a man, even if it be only the village raffle. And the snake in the grass for the spinster is the wily widow. ¶ What is the fatal fascination that men feel for widows? Do they darn socks, keep house, boil potatoes better than spinsters? However that may be, statistics—which never lie, except for politicians—tell us that widows are spinsters' most formidable rivals. From her very tenderest years the widow already preys on her unsuspecting sisters and carries

NOTICE:—We are in no way associated with Clement Talbot Ltd. of London, W., Great Britain. Please do not confuse us. Our different business methods would make such a combination impossible.



### THE TEAM OF DELAGE CARS

Which competed in the Grand Prix des Voiturettes and which were awarded the Coupe de Regularite, the prize given for the best performance of any Team.  
The Delage Cars were placed 1st, 5th and 12th.

### WE SELL ONLY HIGH GRADE CARS

#### British SIDDELEY—DEASY

**T**HE car which ran 15,000 miles, under observation of the Royal Automobile Club, without a single involuntary stop, thus beating all existing Non-Stop records. Prices ranging from \$2,575.00 to \$4,175.00.

#### Belgian MINERVA

**T**HE Highest Grade car on the International market, used by Kings. Fitted since the year 1908 with the world-famous patented Silent Knight engine. Prices ranging from \$3,500.00 to \$5,150.00.

#### British SINGER

**T**HE car with the most efficient engine of its bore and stroke yet produced. Prices ranging from \$2,675.00 to \$4,550.00

### ARE THE CREAM OF THE WORLD'S AUTOMOBILE INDUSTRY

#### Clement Talbot Auto. Import

Post-Office Box One Hundred Forty-Eight, Washington, D. C.

As we sell only cars of the greatest world-wide reputation and to avoid numerous insincere and unprofitable requests for catalogues, we will forward catalogues only on receipt of ONE DOLLAR, which will be refunded on an order for a car.

off in chariots of fire (motor-cabs?) the marriageable males who are lying around loose. ¶ One in every twenty-two widows remarries between the ages of fifteen to nineteen, whereas the same statistics have told us that only one in every seventy-three spinsters marries at that age.—*Doctor Heydemann.*

Thought is the force that precedes and effects all the great accomplishments of mankind.

—E. J. Burtholomew.

# A Gift For Men

November is the time to think of Christmas problems, perplexities and presents. For men, let us here suggest the FESLER FOUNTAIN SHAVING BRUSH.



There are some reasons why the FESLER BRUSH is a better present for men in Nineteen Hundred Twelve than any other thing you can possibly think of.

Your man has never had one before if he hasn't one in use now, because the FESLER BRUSH is durable and always makes good. It has not been on the market many years, but has been tested out in constant use by men with hard beards under trying circumstances.

The FESLER FOUNTAIN SHAVING BRUSH is a strictly sanitary proposition. The barber may sterilize his razors, but if his brush is a horde of microbes it will be of no avail. A FESLER BRUSH left with him will do away with this for one individual. Another advantage—it needs no cup.

Men should carry a TELESCOPE FESLER FOUNTAIN SHAVING BRUSH wherever they go. To the man who shaves himself, it is indispensable.

The prices range from \$1.50 for the nickel-finish with white bristles, to \$10.00 for the very ornate gold-finish with silver-tipped badger bristles. There are other good values in between.

Send for the Fesler folder. It is mighty interesting.

*Fesler Sales Company*  
256 West 23d Street, New York City

FILLING  
RESERVOIR  
FROM  
COLLAPSIBLE  
SOAP TUBE



SOAP IS CONTAINED  
IN THE GLASS RESERVOIR  
WITHIN THE HANDLE

TURN THE CAP AT END OF HANDLE  
AND THE SOAP IS DELIVERED  
INTO THE BRISTLES READY FOR USE

# STREISSGVTH-DETRAN ENGRAVING CO.



# S-P



"MAKERS OF"  
QUALITY CUTS  
MILWAUKEE, WIS.

# Beauty as a Privilege



- ¶ Shakespeare said that beauty is but skin-deep.  
 ¶ Of course William knew better.  
 ¶ But the fact remains that both beauty of body and mind manifest themselves through the skin.  
 ¶ Health reveals itself in the complexion. That semi-transparent quality of skin which tells of the ruddy flow of life is within the reach of Everywoman.  
 ¶ She whose face is a blotch of gamboge, dashed with burnt umber, will be wooed and wed by Nobody.  
 ¶ The Moral is plain: Use Daggett and Ramsdell's Perfect Cold Cream—the kind that has been tried and tested.  
 ¶ You can't afford to experiment with your face.



¶ All good druggists sell Perfect Cold Cream. Jars, 35c, 50c, 85c and \$1.50; Traveler's Tubes, 50c, 25c and 10c.

¶ Write today for a free sample tube—its use will surprise and delight you. A booklet of value to every one interested in skin-health will be sent with the tube.

DAGGETT AND RAMSDELL, DEPT. E, NEW YORK  
 D. & R. Bldg.

**\$3,000,000** Seven Per Cent. Cumulative Preferred Participating Stock

## FEDERAL BISCUIT COMPANY

Organized for the Purpose of Merging More than 70 Leading Independent Baking Plants in 30 Different States—Economic Distribution over an enormous Territory.  
 The combined companies produce biscuits, crackers and bread, great food staples.  
 The Company will be the largest and best equipped producer of bread, and biscuits in the world when the consolidation is completed.

### CAPITALIZATION

7% Cumulative Preferred Participating (par value \$100) . . . . . \$12,000,000  
 Common Stock (par value \$100) . . . . . 18,000,000

Only \$5,000,000 7% Cumulative Preferred Participating Stock offered for public subscription. Such part of the balance as required will be issued for the plants.

When the merger is completed, the stock offered to the public and that issued for plants is estimated at \$25,000,000, leaving a margin of \$5,000,000 unissued.

Conservative estimates of the plants to be merged show combined assets are \$15,000,000, the combined sales for 1910 were \$27,050,000, the actual net profit for 1910 was \$1,300,000, fifty per cent. more than a little to pay the dividend on the Preferred Stock.

It has been estimated by experienced biscuit manufacturers that consolidation in production in the different plants, aided by judicious advertising and aggressive business management will increase the total business at least 25%. This will mean \$7,000,000 more gross business of \$1,000,000 estimated additional profits.

The baking industries of the country have for ten years shown constantly increasing output and stability of volume unaffected by general conditions to a far greater extent than other industries. Bread is the great food staple, and the demand for crackers has increased 50% per capita in the past six years.

The possibilities of this important industry are illustrated by the fact that one concern in England, where the population is much smaller than in the United States, is credited with as much business as all the cracker manufacturers in America combined.

It is estimated that a saving of \$2,000,000 per year will be effected by operating these plants as a unit. This alone is sufficient to pay 7% in dividends upon the total capitalization and still leave 2% for a surplus. This large saving is to be made in the following way:

1. Lowering the cost of material by purchasing in enormous quantities.
2. Cutting the cost of distribution.
3. Utilizing one corps of salesmen and delivery wagons in each district.
4. Eliminating duplicate warehouses.
5. Co-ordination of factory management.

The figures given above showing earnings and savings with increased business clearly illustrate the earning possibilities of the stock of this Company.

The lumping of the advertising appropriations of all the plants—into one large fund for the benefit of the whole—alone will constitute a great saving and multiply the sale of every factory. Economy of management and concentration of efforts will enable the Federal Biscuit Co. to give the public more and better baked products for the price.

The plants of the Reynolds "Aert to" Hot are controlled by the Federal Biscuit Co., assuring products reaching consumers in perfect condition, free from contamination, dust or moisture.

No bonds or mortgages can be issued without the consent of two-thirds of all the stock.

The officers of the Federal Biscuit Company are experienced wholesale makers and individual operators of successful plants; they operate a purchasing agency for wholesale bakers which has paid handsome dividends to its stockholders. Associated with them are broad-gauged business men, bankers, etc. They are nationally known as successful executives.

### STOCK SUBSCRIPTION BOOKS NOW OPEN

The 7% Cumulative Preferred Participating Stock, preferred as to dividends and assets, is now offered with a bonus of Common Stock. This bonus offer may be withdrawn at any time.

Application will be made to the N. Y. Stock Exchange for listing the stock of this Company.

Transfer Agents: Title Guarantee and Trust Company, 174 Broadway, New York City.

Registrar: Columbia Trust Company, 135 Broadway, New York City.

### PRICE ON APPLICATION

For complete list of officers and directors and other information, address

FEDERAL BISCUIT COMPANY, 100 HUDSON ST., NEW YORK CITY

¶ It is surely an injustice to your workmen as well as a source of loss to yourself to supply poor tools in your shop equipment. No man can do anything approaching good work with tools that take the edge off enthusiasm. In shop management, as in most things, details are the whole cloth. ¶ Tools are like men. They do good work or they do not, according to the character which they possess. Character in tools is a matter of good materials, expert making and correct design. ¶ UTICA PLIERS are made of the finest steel by men who know, and are designed to fit the human hand. ¶ To do the hundred and one little jobs and big ones assigned to Pliers, the UTICA brand has no rivals. They are the "Sterling" of the Plier World. ¶ Ask your dealer. The makers will supply information on request \* \* \* \* \*

800 Whitesboro Street :: :: :: :: :: Utica, New York

TRUE RELIGION AND ITS FOUNDATIONS ARE LAID IN THE SOUL OF MAN AND ARE TAUGHT BY THE SOUL TO THE SOUL, ACCORDING TO THE STRICTEST LAWS OF REASON BASED ON FACTS WHICH ARE NEVER IN DISPUTE. APPLY FOR LITERATURE (GRATIS AND POST-FREE) TO

ANNESLEY LODGE,  
HAMPSTEAD, LONDON, N. W.

ATURE is unable to care for man \*

The hills in Spring or Autumn will not speak to us; the flowers are beautiful, but heartless. They would as soon decorate man's grave as his cradle. This the student of Nature perceives—that while Nature has no sympathy for man, while the ocean would as soon drown a child as float a log, yet through this same Nature there beams a solicitude not its own. The Summer does not wish to come; the oranges do not wish to ripen; the air does

not wish to change into music. Some mind wishes the fruits to ripen for men, the birds to sing for him, and the great scenes of utility and beauty to pass along before him. The situation of man is peculiar in this, that all the surrounding air pities his misfortunes. Not the air, indeed, but something that works in and through it. What a mass of insensate stuff this globe is! A dirt ball twenty-five thousand miles in circumference! But it is a baptized world, and the lilies of the field sparkle with strange, spiritual dewdrops. The clouds are simply matter, cold bodies of fog. The sunbeams, too, are some form of material; but

when these two meet in the West, at sunset, they form a picture which makes the human heart bow in prayer. The violin-string and the air are both material, but the string and the air together make music—something much more spiritual than ether. The material world shows its alliance with the realm of thought and spirit. Saul seemed to meet with God at the Damascus gate, and thus reads the chronicle; but what was that sudden light which streamed out of some hidden window



but the place where a long-continued loving kindness became visible? God did not change and come; Paul changed and saw. In unexpected moments the heart becomes aware of the presence of God and bows in sudden silence while the great form is passing along. The scholars who revised the English Bible removed from many places the term Holy Ghost, but did not rise to the more real truth, that of the outgoing and wandering soul of the Almighty. From fear lest they might disturb the dogma of the Trinity, they permitted the term Ghost to stand in all its former haunts. Thus, a human theology was saved, but a

great truth is lost. That old want of the heart, that there should always be help within reach, and which in polytheism made hundreds of gods, was met in Christianity by that Spirit of God which sweeps like a gentle wind over all lands and seas, and is as truly present where a child is playing or a bird is singing as at a Battle of Waterloo; as visible where slaves are shouting in a new liberty as where the farmer turns his furrow or the lonely woodman swings his ax. There is only one



***Alarm clocks and successful men,  
know one another well -- Big Ben***

**I**T'S Big Ben's business to get people up in the world—it's Big Ben's business to get them up in time.

He does it loyally, steadily and promptly—there's a true ring to his morning greeting that makes early risers sit up and take notice.

And every morn, America over, Big Ben awakens men who are getting up in the world,

men who are setting the pace for the rest of the field—men who strike their stride at the flash of the gun.

"Morning ginger—get it, men, great business stuff," says Big Ben.

Big Ben is a thin, beautiful and punctual sleepmeter.—He is easy to read, easy to wind and pleasing to hear.—He calls you every day at any time you say.

A community of clockmakers stands back of him—*Weiclox, La Salle, Illinois*. If you can not find him at your jeweler, a money order addressed to them will bring him to you, express charges prepaid.

**\$2.50**

*Sold by Jewelers only. Three Dollars in Canada.*

word in the Greek Testament for spirit, and that is "pneuma"—air, breath, wind. The term in the Greek never implies a rapid wind, much less a storm. The term "animos" stands for the air in rapid motion, but this one word stands for that outgoing air which seems to have something of soul in it. As a wind it blew where it pleased, coming none knew whence, going none knew whither. In the Old Testament it was God moving in the tops of the mulberry-trees, the journeying

¶ This Advertisement is not a comparison of motor-cars, but a discussion of a single piano with which there is no real comparison.

¶ Sterndale Bennett has told of Schumann's playing of Weber's "Invitation to the Waltz," accompanying it with little verbal explanations of what he saw in the music ❀ ❀

¶ The other day a critical pianist playing on a Packard Piano made an exclamation every little while, not on the composition, but on the instrument. And they were exclamations of delight, too!

¶ Said he: "The Packard never gives you a sudden disappointment, or goes back on you in a pivotal moment. It stands strenuous treatment."

¶ One of the positive points of the Packard Piano is its string strength. The strings lie in a natural position, with no twists nor turns to weaken them.

¶ It takes eight months to build a Packard Piano, and with ordinary use it will serve and charm for eighty-eight years. Time tests testify to Packard value. No matter how expert you may be or what your preconceived ideas of what Piano Perfection is, the Packard will please, thrill and surprise you.

¶ Packard Pianos and Piano-Players are sold by discriminating dealers everywhere, and by the makers direct, if you do not know a Class A Dealer. Send for catalog LL, and information regarding the liberal-payment plan ❀ ❀

Spirit of Wisdom, but call it by any of these names it is only the presence of God, as though the alabaster box of Deity had been broken that its perfume might fall upon a waiting and sorrowing humanity ❀ ❀

—David Swing.

❀ T is perhaps not too much to say that the greatest danger that threatens our own country is the ease and luxury, born of worldly prosperity, which we now seem so lavishly to enjoy. Whatever we have become, as a free people, could never have had its origin among conservative or wealthy classes, with their contented ease, comfortable adjustments to life, and profound sense of self-satisfaction,

air being a symbol of the ever-present God. Polytheism was thus destroyed by omnipresence. God envelops us like an atmosphere, moving to and fro in our hearts. The Trinity, as held by the old church—that Louvre of religious conceptions—should perhaps never have been formulated, or else should have been esteemed as only one of the poetic figures of religion. The Holy Spirit is only the personal influence of God. It is sometimes called the Spirit of Truth, or the

such as American prosperity is producing; but only among the dispossessed, the unprivileged, and such as felt keenly the painful burdens of oppression. The great danger of our worldly prosperity is not simply that of reproducing over again the outworn social class distinctions of the older countries, but that of making us superficial, worldly and spiritually, to all true ideas of life.—G. C. Mars.

**T**HE art of the salesman is akin to that of the orator. Both seek the mastery of the mind, the sympathy of the soul, the compulsion of the heart. Each must ride by the vehicle of the voice into the inner court of the human being.

Each must conquer by keeping close to the human heart and touching the secret springs of life.

Happy and successful he, either orator or salesman, who can at the right moment conjure the magic word which will melt the soul of opposition and merge the spirit of another with his own, etc.

It is the conquest, the conquest of the heart, by words that speak kindness and assurance confidence, which distinguishes the prosperous salesman, justly proud and progressive.—*Henry Frank.*

**A**RT should be a vehicle wherewith to transmit religious, Christian perception from the realm of reason and intellect into that of feeling, and really drawing people in actual life nearer to that perfection and unity indicated to them by their religious feeling.—*Tolstoy.*



**A**LL iron or brass beds and cribs that bear the trade-mark—Barcalo-Buffalo—have UNBREAKABLE CORNERS guaranteed so for 35 years. Strongest at the point where most metal beds are weakest—at the corners. You can pound them with a hammer, and if they break you get a new bed. Barcalo Beds never sag, because the corners fit snugly.

### Tell Your Dealer You Want a Barcalo-Buffalo Bed

If he does n't sell Barcalo Beds, send us his name and ask for our "STYLE BOOK." The extra beauty and convenience, and the guarantee back of Barcalo Beds will repay you.

**Barcalo  
Manufacturing  
Company**

No. 6 Louisiana St.,  
BUFFALO, N. Y.

DEALERS—  
*Ask for our plan of co-operation*



**W**HOWER has caught the fragrance of the wistaria in its native land, or in the warm South, which is its adopted clime, forever after loves it. Its delicate odor has been caught as a distilled perfume, and is presented to the public as an extract and as a toilet-water. It is given also in sachet form. The novelty has met with instant favor, even among those who have given little thought to the flower, and is being used in all its forms. Little bags of it are laid among the gloves and veils, the handkerchiefs and lingerie, wherever a perfume would be used. **Q** It is one of the exclusive products of

**VANTINE'S, NEW YORK**  
SAMPLE FREE

**W**HATEVER else may be said of Mr. Browning and his work by way of criticism, it will be admitted on all hands that nowhere in literature can be found a man and a work more fascinating in their way. As for the man, he was crowned long ago, and we are not of those who grumble because one king has a better seat than another, an easier cushion, a finer light in the great temple. A king is a king and each will choose his place.—*Robert Buchanan.*



For the accommodation, education, enlightenment and benefit of The Roycrofters, we organized under the title of "Elbert Hubbard, Banker." This was seven years ago.

This concern has gone beyond the experi-

mental stage ♣ It has the confidence of The Roycrofters and the people of East Aurora, save, possibly, that peculiar contingent made up of good men and true who chew infinite pigtail and are florists in Winter and ice-cutters in Summer.

♣ Every boy in The Roycroft School of Life has an account with us. He deposits all his earnings, and pays all his bills by check, thus having a record of his financial transactions. A boy with the bank-habit is well out on the highway of success.

♣ We do not loan money to any one who is not directly working for The Roycrofters. Occasionally we help some of the work-

ers buy a lot and build a home ♣ In fact, quite a goodly number of residences in East Aurora have been made possible through our Co-operation ♣ ♣ ♣

We are in a position to take care of a few more accounts of

Roycrofters-at-Large—otherwise, those sensible folks who are subscribers to *The Fra Magazine*.

Deposits of one dollar and upwards received. Four per cent interest per annum on quarterly balances added to the account quarterly.

And who do you suppose of all *The Fra* Subscribers are the most numerous among our depositors? Well, just listen to this: They are the boys who belong to the Navy. Scores of these, instead of cashing their pay-checks and blowing in their good money, simply endorse the check and send it right along to us. We take care of the money, and pay it out on demand.

# Important NOTICE

THE readers of *The Fra* and *The Philistine* are more or less familiar with the doctrine of Oral Righteousness and Dental Integrity advocated by the new type of dentists everywhere. Anybody who evolves something which will aid dentistry is now heralded as a prophet of the new order and a benefactor of mankind. Dentistry is a difficult profession. One must have skill, science, art, patience, determination, good eyesight and health. In his circular concerning new and important improvements in prosthetic dentistry, Doctor Telle says: "Prosthetic Dentists are aware of the fact that by methods in vogue up to the present time, it has always been more or less difficult, and frequently impossible, to construct satisfactory, adhesive plates for mouths that are flat, hard and otherwise difficult, as many of them are. Success in this field, not being possible by methods heretofore employed, implies that it must come from a new source. My new free clearance space adhesion is more scientific, and vastly superior to suction-chambers and other methods heretofore employed."

New type adhesion is located on outer circumference of plates; it may be readily given to already constructed full upper plates of good workmanship. Those laid away for several years not excepted. New type adhesion is of much interest to speakers, and others, who have sets that fall when speaking and eating, and to persons who have had many plates constructed that were complete failures. Up to present time it is not possible, by any methods heretofore employed, to obtain perfect impressions for partial sets, when remaining natural teeth are much distorted in their positions as they frequently are. By my new methods for mouths of that character, in a simple manner, perfect impressions are readily obtained. On casts from perfect impressions, plates of any materials of which they are made, may be formed, with assurance in advance, of a character of success heretofore unknown. By new methods teeth broken from plates may (without flaking, heating or pressing) be replaced.

Prosthetic Dentists and others who may wish to become interested in this matter may write Doctor Telle. Your correspondence will receive his serious attention.

## DR. E. TELLE

811 Hennen Bldg., New Orleans, La.



## MEISTER PIANO

SENT TO ANY AMERICAN HOME

**On 30 Day's  
Free Trial  
FREIGHT PREPAID  
Price \$175**

Sold direct from our factories  
to your home. No dealers'  
or agents' profit to pay.

Seven other styles to choose from,  
ranging in price from \$225 to \$350.

Send for the beautiful Meister Piano  
book today. It illustrates the eight  
styles in natural colors of the wood.  
The one you like is the one we will  
send on 30 days' free trial.

The free offer is intended to give you  
definite personal knowledge of the  
Meister's exquisite tone and construction.  
It carries no obligation at all. Our  
plan of sale is that no one shall buy a  
piano from us without knowing what it  
looks like, what it can do, what it is worth  
and how it compares with other makes.

If, after the trial, you find the Meister  
to be all that we claim and you decide to  
buy it, we offer you these attractive terms:

**No Cash Payment Down**  
Small Weekly or Monthly Payments

No interest on payments. No extras.  
Piano stool and scarf free. Sold under  
Rothschild & Company's ten year guar-  
antee bond.

If the Meister isn't better than  
we claim we will pay the freight  
back to our place of business.

Rothschild & Company is one of Chicago's  
greatest, strongest and most able commercial  
houses. Their resources exceed \$4,000,000. No  
concern in the world stands higher. Ask your  
banker. Every promise is definite and will  
be kept.

Send for our free piano book today and  
learn all the details.

## The Meister Piano Co.

(Rothschild & Company, Sole Owners)

Dept 120 K

Chicago, Ill.



# The People's Playground



THE MONTEITH HOUSE, ROSSEAU, ONTARIO, CANADA

Run by the Monteith Brothers, three capital boys and sons of Old Man Monteith, who built the hotel and helped settle the country and drive out the Indians. ¶ The Monteiths know how to run a hotel and please their guests. Their meals are elegant, their house steam-heated when necessary, hot and cold water in all rooms, tennis-court, bowling-green, and every courtesy and attention that goes to make a stay with them a fixture in your memory.

**C**ANADA has more sources of wealth-producing prospects undeveloped, and assured, than any other country in the world. She has the soil, the climate, the water, the timber; besides, Canada has "The Playground of America," Northern Ontario. The wooded hills, the endless chain of lakes, the rock cliffs and grandeur of it all, are there now, always were, and, what's more, always will be. American capital can buy up their farming lands, and divest them of the timber and put up manufacturing plants, but the beauty of Nature in the Muskoka Lake district will never be "annexed" by the greedy tentacles of the Octopus. The way to get next to Muskoka is to go there. ¶ There is nothing in the United States to compare with the Muskoka Lakes. ¶ In Muskoka there is no such thing as hay-fever. ¶ Hotel accommodations are most excellent, principal among them being the Royal Muskoka Hotel on Lake Rosseau and the Monteith House at Rosseau Village at the head of Lake Rosseau. ¶ For fishing, boating or hunting the genuine sport can find nothing better than is offered here. If deer-hunting appeals to you, you can satisfy that call Up North to the king's taste during the first fifteen days of November. The Monteith Brothers, at Rosseau, Ontario, are arranging a party and will welcome you. ¶ For all the Muskokas have to offer, the Grand Trunk Railway folks should be thanked. They have prepared some interesting literature—which will be sent upon application to the main office at Montreal.



# FLOWERS AND CHIFFON

NO matter what else may be said of the Parisian makers of things dainty and winsome, they hold the trade. They are crafty, subtle and very patient.

Heretofore, florists have sent to France for the Chiffons which they used to adorn their flowers. The Parisian Manufacturers held this trade for years, but they finally got into competition and the quality took a drop with the price, and then they offended the esthetic tastes and demands of American Florists, many of whom discontinued the use of Chiffons in their work.

American Manufacturers are proving every day that they can equal all importations and save patrons money. It was Lion and Company who saved the situation as regards Chiffon. About a year ago they started to have especially manufactured in America the "Colonial Brand of American Florists Chiffons."

Florists should not get too near to growing things

to forget the business side of their profession. Lion and Company are giving American Florists this aid to better work, in the hope that it will create a greater interest in Flowers for every occasion. By getting Chiffon into the hands of intelligent Florists, with serious purposes, they will add to the beautiful things of the world.

There are Folks who do not know what else to do with a lumber-pile but to make kindling of it; and there are others who make out of it useful and beautiful things. Poor Chiffon poorly used has created some bad impressions; but the beautiful product of Lion and Company, which they are producing in seven unique and alluring patterns, is fast destroying any prejudice against Chiffon.

The cost of Chiffon is less than the average ribbon, but it certainly creates a more beautiful combination with Flowers. This Chiffon is made in White, Pink, Lavender, Nile, Violet, Yellow, Beauty, Moss, Purple and Blue. Prices can be had on application.

There is no argument needed for this Chiffon after you once see it, and to convince you, the creators of the "Colonial Brand of Florists' Chiffons" will send Florists a generous sample.

114-116 Spring Street

LION AND COMPANY

NEW YORK

# WHAT "SOHMER" SUGGESTS



PIANO does n't mean much more to the average man than what he hears from it. *The* expressions, "tone," "touch" and "scale," do not suggest much to the most of us; but when they are faulty, we recognize the fact just the same. We know what we like, and as a rule we dote on harmony. ¶ *The* word SOHMER is accredited by musical authorities and laymen alike as the name of a piano which has to commend it perfection of tone, honesty of workmanship, quality of materials, and fairness of price. It is endorsed without question by every one competent to judge. Men who sell other pianos, on being asked, generally say: "*The* SOHMER is a splendid piano. I have no argument against it." ¶ *The* SOHMER is a musical dynamo of sound energy and delicacy. When you buy a SOHMER, you are doing the thing wisdom dictates. *The* valuation of a SOHMER Piano is based on its exact worth. Price is an afterthought. *The* SOHMER was simply built and found to be worth what is now asked for it. However, now that it has a valuation, not one alteration is made except by way of improvement. ¶ *The* "SOULFUL SOHMER" will add a loving lure to your home and its influence. ¶ If you wish to know more about the SOHMER, the makers will gladly send you their literature on the subject.

# SOHMER AND COMPANY

Sohmer Building, 315 Fifth Avenue, Corner 32d Street, New York City



## Modern Accounting On The **UNDERWOOD** Standard Typewriter

UNDERWOOD machines for the simplification of office methods and reduction of expenses are in use throughout the country.

**The Bill and Charge Machine** prepares the customer's statement, ledger account sheet and list of daily sales at one writing.

**The Unit Bill and Order Machine** prepares the customer's invoice and the numerous departmental orders at one writing.

**The Condensed Billing Machine** prepares the customer's invoice and sales book page at one writing.

In addition, the service includes a special check writing and perforating machine; a card writing machine and machines for writing extended statistical forms, waybills, insurance policies, balance sheets, statements and reports of all kinds.

We have experts to show customers how to use the UNDERWOOD to best advantage—how to make it work for them at its highest efficiency. You cannot get this service on any other typewriter at any price because the UNDERWOOD only makes it possible.

**"The Machine You Will Eventually Buy"**

**UNDERWOOD TYPEWRITER CO., Inc., Underwood Building, New York**

**T**ODAY practically every line of activity is carried on by laborers more or less skilled in the things they do. Formerly these things were done by men living under circumstances which made skill in many lines a practical impossibility. The outcome of all this is that the world's work was never so well done as it is now, and that the world's service to the individual was never so great as at the present day. And there never has been a time in this country when each indi-

vidual was so dependent upon those about him for so many of the necessities and luxuries of life as today. Because I do but one thing, I am dependent upon my fellows for all things else. This, in a very brief way, hints at the complexity of our modern social life and the mutual dependence of people upon one another.

—E. B. Bryan.

**I**N the glens of Parnassus there are hidden flowers always blooming. You will find that youth does not vanish with the rose, that you need never close the sweet-scented manuscript of love, science, art or literature. In them youth returns like daffodils that come before the swal-

low dares and take the winds of March with beauty: or like the snapdragons which Cardinal Newman saw blossoming on the wall at Oxford, and which became for him the symbol of hope. For us they may stand as the symbol of realization and the immortality of the human intellect.—Robert Ross.

Wouldst thou know thyself, then see how others act; wouldst thou understand others, look thou into thine own heart.—Schiller.

ONE of the most gratifying features in the brighter outlook for the development of Texas is what an esteemed exchange calls "the decadence in Texas of prejudice against legitimate corporate enterprise and the growing disfavor in which professional corporation haters and baiters are held, as a result of improving public sentiment. As a result, the relations between the people and the railroads are becoming much closer, the mutuality of interests being more clearly discerned by both." So pronounced is this change that it has attracted the financiers of our whole country, and bonds that were fine investments in themselves, that could not be sold because of the fear that they might be attacked by the legislature, are now selling at good prices, for no other reason than that there is now no fear of their value being destroyed through a senseless prejudice against railroads and other legitimate corporations, upon whom it is being realized the development of Texas largely depends.—*El Paso "Times."*

Calumny's but madmen's noise.—*Diogenes.*

# Victor-Victrola



**Victor-Victrola IV, \$15**



**Victor-Victrola VI, \$25**

There isn't a home anywhere that wouldn't be the better for having a Victor.

Good music brightens every home, and with a Victor or Victor-Victrola you can readily satisfy your every musical taste—hear whatever music you wish, whenever you wish.

These three new popular-priced instruments make it easy for every one to own a *genuine* Victor-Victrola.

And if you will go to any music store or any Victor dealer's and hear your favorite selection on the Victor or Victor-Victrola, you will wonder how you have managed to satisfy your love of music without it.

**Victor-Victrola VIII, \$40**



Other styles  
of the  
Victor-Victrola  
\$50, \$75, \$100,  
\$150, \$200, \$250  
Victrolas  
\$10 to \$100



Victor Talking Machine Co.  
Camden, N. J., U. S. A.

Deutscher Gramophone Co., Montreal, Canadian Distributors

New Victor Records are on sale at all dealers on the 28th of each month

THE sole aristocracy of today is the aristocracy of wealth; the sole aristocracy of tomorrow will be the eternal, divine, beneficent aristocracy of intellect and virtue—at its highest, genius; but that, like everything that descends from God, will rise among the people and labor for the people.—*Mazzini.*

Is he not a man of complete virtue who feels no discomposure though men may take no note of him?—*Confucius.*



## Important to Those Who Expect to Build

**W**HEN planning to build, you will find it of great value to first make a careful personal study of the illustrations of houses, etc., that have been designed and built by a number of leading architects, and to also learn their ideas regarding the best interior arrangement and the most appropriate furnishings.

This important information, which would greatly aid you in deciding about your own building plans, when you take them up with your own architect and builder, can easily be obtained from the several hundred exterior and interior designs that are beautifully illustrated in the last six numbers of the

### Architectural Record

The National Magazine for Architects, Owners and Builders.  
A Powerful Business-Producer for those firms whose products are used in building-construction or equipment.  
Guaranteed circulation exceeds 10,000 monthly.

In these six numbers are also illustrated and described the numerous building-specialties that add very much to the comfort, convenience and value of the modern home, without materially increasing the initial cost; and this information may mean the saving of many dollars to you.

### Our Special Offer

We have a limited supply of these sets of six (including the October COUNTRY HOUSE NUMBER), which are invaluable to those who expect to build or make alterations. Although the regular price is \$1.50, we make you a special offer of \$1.00 for the six, while the sets last, if you will mention *The Fra*. They will soon be sold. Send us your order to-day, to-morrow may be too late.



This \$1.00 Should Save You Hundreds

#### THE ARCHITECTURAL RECORD

184 Metropolitan Annex, New York City

Enclosed is \$1.00, for which please mail your last six numbers (including the October COUNTRY HOUSE NUMBER), according to special offer in *The Fra*.

Name .....

Address .....

word GOD put in the Constitution, but so far the "Horse-Sense" of the people has triumphed.

What can be more unjust than to exempt from taxation the churches? The humble homes of the poor widows who toil from daylight to late at night to keep their children comfortable are taxed—taxed for their protection, as well as for the protection of these churches; and if the afore-said widows do not succeed in paying their taxes, necessarily increased by the exemption of the churches, their homes are sold to the tax sharper. Is this right?

Many people have said to me that church property is non-productive and should not be

**T**AXATION without representation is tyranny!

It has been quoted many times that on the floor of Congress, in Eighteen Hundred Seventy-four, President Garfield said, "The divorce between Church and State should be absolute."

In my opinion there has never been a marriage between Church and State in this Republic—not even a common-law marriage. There have been many attempts to have the

taxed. But shall we put all non-productive property on the free list?

Don't be afraid to tax the steeples. They are no more to be excluded from taxation than the smokestacks.—*Marilla Ricker*.

Ideals are like stars; you will not succeed in touching them with your hands, but like the seafaring man on the desert of waters, you choose them as your guides, and, following them, you reach your destiny.—*Carl Schurz*.



THE man of business, chancing upon some verse, has his moment of illumination and regret, and shuts the book, laughing it away. The poet brought to him the sense of the mystic word; the poet of all men has the power of passing it on — *W. L. Randall.*

LIND us to the offenses of our beloved; cleanse them from our memories; take them out of our mouths forever. Let all here before Thee carry and measure with the false balances of love, and be in their own eyes and in all conjunctures the most guilty. Help us at the same time with the grace of courage, that we may none of us be cast down when we sit lamenting amid the ruins of our happiness or our integrity; touch us with fire from the altar, that we may be up and doing to rebuild our city.

—*Robert Louis Stevenson.*

TO be poor in a wealthy country, to be sick in a good climate, to be inefficient among a progressive people, is a sign of unwise educational methods. Such people were not taught to battle with the world or meet life's emergencies.—*Thoreau.*



## Let Mack Trucks Advertise Your Business

What would you be willing to pay to have the name of your Company and your business displayed on large signs bordering the streets and roads in the territory which you serve ?

If a motor truck bearing this advertising matter is constantly traversing these streets and roads you secure the same result, with the added advantage that you are proclaiming to your customers the fact that you are conducting your business with modern equipment. A motor truck is a guarantee to your customers that their goods will be delivered with speed and certainty.

In selling "MACK" trucks we have found that the advertising value gained by the purchaser in one year often amounts to the cost of the truck. An additional gain is made by reason of improved delivery service, extended area of operations, and reduced cost per ton mile.

The truck illustrated above is 2-ton capacity, (one of several operated by this Company), the advertising on its side proclaiming to all who see it that they are pursuing modern methods in their delivery, and that necessarily they must offer a good article, that will warrant the expense of maintaining a service requiring such equipment.

MACK BROS. MOTOR CAR CO.

SALES OFFICE AND SHOWROOM { Branches in all { MAIN OFFICE AND SHOPS  
30 CHURCH ST., NEW YORK { Large Cities { ALLENTOWN, PENNA.

WITHOUT free speech no search for truth is possible; without free speech no discovery of truth is useful; without free speech progress is checked and the nations no longer march forward toward the nobler life which the future holds for man. Better a thousandfold abuse of free speech than denial of free speech. The abuse dies in a day, but the denial slays the life of the people and entombs the hope of the race.—*Charles Bradlaugh.*

Questions from this number of *The Fra*. Use these for topics of discussion at the meetings of your Junta. Members who are working for Certificates or Diplomas should answer the questions on separate sheets and send papers to us for examination and marking - no charge

### Lesson Number One

- 1 What were the Samurai?
- 2 What is the chief business of a demagogue?
- 3 Do we need a businessman for President?
- 4 Who is Walter Pater, and for what is he noted?
- 5 Where and what is the Louvre?
- 6 Did Leonardo da Vinci do anything else besides paint pictures?
- 7 (a) What was the Memnon of Egypt? (b) What did it typify?
- 8 Define the doctrine of reincarnation.
- 9 Give the full name of the following: (a) Kant; (b) Galileo; (c) Linnaeus; (d) Marx; (e) Froebel.
- 10 What is Germany's chief contribution to civilization?
- 11 What is Ireland's chief contribution?
- 12 State what you know of the Darwin family.

### Lesson Number Two

- 1 Name the great transcontinental railway systems of the United States and Canada.
- 2 Where and for what noted is (a) Muskoka? (b) Temagami? (c) Mount Stephen? (d) Cobalt?
- 3 What is the chief city of the Dominion, and where is it situated?
- 4 State who and for what noted are the following: (a) John A. Macdonald; (b) Wilfrid Laurier; (c) William Van Horne; (d) Lord Strathcona; (e) R. L. Borden.
- 5 (a) Into how many provinces is Canada divided? (b) Name them.
- 6 What is the Hudson's Bay Company?
- 7 What are the chief products of Canada?
- 8 Who was (a) Jacques Cartier? (b) Champlain? (c) Montcalm? (d) Father Hennepin? (e) LaSalle?
- 9 What is Reciprocity?
- 10 How did the present American high-duty policy originate?
- 11 What is the solution of the Reciprocity problem?
- 12 What, in your opinion, is the future of Canada?

### Lesson Number Three

- 1 (a) Is experience the germ of power? (b) Why?
- 2 What is (a) a strike? (b) a lock-out? (c) a walk-out? (d) a shut-down?
- 3 Are strikes worth while?
- 4 Is a good Labor-Unionist a free agent?
- 5 What does a college degree indicate?
- 6 For what were each of the following noted: (a) Ferrier? (b) Quatrefages? (c) Max Mueller?
- 7 What is a mystic?
- 8 Where is Utopia?
- 9 What is (a) Truth? (b) Culture?
- 10 Why did President Taft decline to admit Arizona into the Union?
- 11 In your opinion, was his action justified?
- 12 Who were (a) Edmund Spenser? (b) Herbert Spencer? (c) Spinoza?

### Lesson Number Four

- 1 Is prison procedure corrective or punitive?
- 2 What do you think of the present methods of treating criminals?
- 3 Name the chief provisions of the International Arbitration Treaty recently signed.
- 4 Where is Paradise?
- 5 What is the chief occupation of the residents of Paradise?
- 6 What and where was Mount Olympus?
- 7 Give the names of the prominent residents of Mount Olympus.
- 8 Of what nationality were the following: (a) Huygens? (b) Malthus? (c) Saussaye?
- 9 Is the grocer today in the line of evolution?
- 10 Wherein is modern business a human service?
- 11 What was the one great achievement of Roentgen?
- 12 Who was Crookes, and for what was he noted?

At The Roycroft School of Life for Boys we work for efficiency. Write for information.



# JONES DAIRY FARM SAUSAGES

About the time that other farmers begin to sit back for the winter, and beyond milking and feeding and fixing fences have little else to do, we buckle down to

work at sausage-making. It's not hard work, though, at least we don't make it hard work. Making sausages the way we make them is really enjoyable—almost as pleasant as eating them.

We make sausages here on our farm for ourselves, our neighbors and for folks who depend on us for the only real country sausages they are able to buy these days. We regard making sausages the way we do as a sort of trust. You can't imagine how serious we are about it, or how careful we are to use nothing but the choicest parts of little, milk-fed pigs, homeground spices and pure salt. It really seems as if we were the Sunday breakfast stand-by of many people who live just far enough away from a farm neighborhood to make it impossible for them to get good old-fashioned sausages. That's why we never vary from our time-tried old recipe, and why we make sausages only in the winter, which is the only time that really good sausages can be made.

If you want Jones Dairy Farm Sausages you can get them from your grocer. A convenient plan is to give him a standing order to send you enough for a meal on certain days of the week. Since we make only enough sausages each day to fill that day's orders, this scheme insures you regular deliveries of fresh sausages at the very time you want them.

If your grocer does not sell our sausages, don't flirt with disappointment by trying the brand he suggests, but write to us. If necessary we can supply you by express direct. Write anyway for our booklet which tells all about our sausages, our green hickory smoked hams and bacon, and also contains some unusual and good cooking recipes.

**MILO C. JONES, Jones Dairy Farm**

**P. O. Box 622, Fort Atkinson, Wisconsin**





## GIVE HIM 15 MINUTES A DAY

And  
He Will  
Teach You  
How to

Address Meetings—  
Make After-Dinner Speeches—  
Propose Toasts—  
Tell Entertaining Stories—

and all, without fear and trembling. Every professional and business man is frequently called upon to speak in public. Political meetings, fraternal gatherings, dinners, etc., make insistent demands upon him, and afford endless opportunities and requests for appropriate speech.

Are you able to appear to advantage upon such occasions? Can you "say your say" in earnest, concise, and convincing language?

### Grenville Kleiser's Personal Mail Course in Public Speaking Actually Teaches You How

*Simple?* You can carry a lesson in your pocket until you get it into your head!

*The Cost?* There's a special class being formed *now* which will save you *four-fifths* of the regular cost. A postal brings full particulars. Be sure and mention this publication and address

FUNK & WAGNALLS COMPANY, Dept. 273 NEW YORK

## What Stationery Should Suggest

**T**HE charm that clings to a woman's gown, the manners which suggest her station, the voice that indicates a superior type—all these things should find expression in her stationery.

**JUST** as important as the others, and as personal, is this matter of good stationery. Good taste is an every-day article, and should be used without reserve.

**IT** applies to your regular correspondence-paper, to wedding-invitations, announcements, at home, church and calling cards, monogrammed paper, bookplates and crests.

**THE** firm of Dempsey and Carroll are noted for distinguished merit in work of this nature. Their die-cutting is masterfully done, and every detail of stationery-making is given the care which signifies highest excellence.

**DEMPSEY AND CARROLL** insure good value. Their charges are based on exactly what the work in hand is worth.

**IF** you want your stationery to represent you at your best and as you would like people to think of you, write your letters on Dempsey and Carroll Stationery.

**YOU** can shop with this Firm by mail as well as in person at the New York Store. Your correspondence will receive courteous and careful attention.

## DEMPSEY & CARROLL

22 WEST 23 STREET

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NEW YORK CITY

of safety, of stability of permanent triumph, by coming into consciousness of having at the very core of our nature the indestructible principle of loving fidelity. We believe that love is immortal, and if we are allied with that, if that is the main-spring of our being, nothing can destroy us. We would not willingly sacrifice everything earthly for love if such belief were not the very groundwork, the deepest substratum of all our spiritual being.

—W. W. Kinsley

**T**HE land question means hunger, thirst, nakedness, notice to quit, labor spent in vain, the toil of years seized upon, the breaking up of homes, the misery, sick-

**WE** have an implicit belief that altruistic love will finally prevail, that the eternal years of God are hers, that unsympathetic, selfish greed will be overthrown, that the consciousness of acting nobly is worth every sacrifice of worldly ease, or possession or prospect. What is it that we thus prize higher than life with all its alluring possibilities if not something that outweighs them all in worth and therefore must outlast them all? We acquire greatest consciousness

ness, deaths of parents, children, wives, the despair and wilderness which spring up in the hearts of the poor, when legal force, like a sharp harrow, goes over the most sensitive and vital rights of mankind. All this is contained in the land question.—Cardinal Manning.

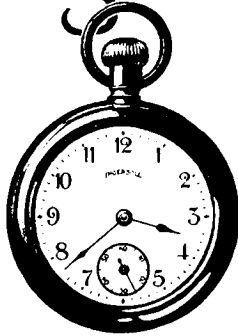
**HE** is an eloquent man who can treat humble subjects with delicacy, lofty things impressively, and moderate things temperately.—Cicero.

THE same human nature is at work now as always. The same everlasting passion for tyranny and the same everlasting passion for liberty still in the same everlasting conflict. Today the struggle is a step higher than one hundred years before. Then it was as to the right of men as men to a voice in the management of that industry we call government—dealer in forts, coinage, courts, harbors, postage-stamps. Now it is the right of men as men to a voice in any other industry which has become of supreme social importance, for the right of the people to be free from taxation without representation in any business which has so great a

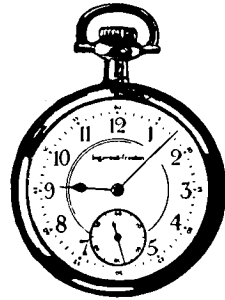
power over us, that it governs us, to have a voice in any industry so great that those who own it own us, to a vote in any property so great that it is a government, whether it be the control of the railroads or the light of the cities, or the supply of the necessities of life, like coal, oil, salt, steel or anything else.—*Henry Demarest Lloyd.*

The True, the Good and the Beautiful are always simple. Erasm. de Rotterdam—Goethe.

# Ingersoll and Ingersoll-Trenton



*Ingersoll*  
\$1 to \$2



*Ingersoll-Trenton*  
\$5 to \$35

## New Standards of Value

Eighteen years ago we established a new standard of value in low-priced watches, by bringing out the now famous Ingersoll Dollar Watch, of which we have sold over 30,000,000.

On this record of thirty million Dollar Watches, and eighteen years' honest service to the public, we stand with our Ingersoll-Trenton jeweled line, representing Ingersoll value in fine watches. In both these great enterprises we have recognized that volume of business is the thing and not large profits.

We have also recognized that volume of business can best be produced and maintained by operating on a minimum profit: hence the 30,000,000 Dollar Ingersolls, and the wonderful values of the Ingersoll-Trenton jeweled line.

These two lines of watches, the Ingersoll and Ingersoll-Trenton, cover the whole field of your watch needs. You need not look for anything cheaper than the Ingersoll Dollar Watch, nor anything better than the Ingersoll-Trenton at \$5.00 to \$35.00.

**Ingersoll Watches** are sold by dealers everywhere, and guaranteed for one year.

Men's sizes, Yankee, \$1.00; Eclipse, \$1.50; and Junior, \$2.00.

Women's and children's models, \$2.00.

**ROBT. H. INGERSOLL & BRO.,**

**Ingersoll-Trenton Watches** are sold only by responsible jewelers. 7-Jewel Model, \$5.00. 15-Jewel Model, \$12.00. 19-Jewel, fully adjusted, in gold-filled case, \$25.00. Other models, \$7.00, \$9.00, \$10.00, \$15.00, \$19.00, \$22.00, \$28.00 and \$35.00, at your jeweler's.

**99 ASHLAND BLDG., NEW YORK**

—S long as nations meet on the fields of war—as long as they sustain the relations of savages to each other—as long as they put the laurel and the oak on the brows of those who kill—just so long will citizens resort to violence, and the quarrels be settled by dagger and revolver.—*Robert G. Ingersoll.*

Give me that soldier's boy who has seen the world's blood on the field of battle, in the hand of his dearest friend.—*John G. Strader.*



## THE MARDEN BOOKS

READ WHAT  
JOHN WANAMAKER WROTE  
DR. MARDEN ONLY A FEW DAYS AGO

September 21, 1911

"Had I seen such a book as 'Pushing to the Front' when I first started towards mercantile life, I should—if it had been necessary—gone at least without one meal a day to save enough money to have bought the book."

Signed) JOHN WANAMAKER.

## 400—INSPIRING, INFORMING CHAPTERS—400

Read these inspirational books by Orison Swett Marden, editor of SUCCESS MAGAZINE. Let them show you how successful men handle men and things, how they made up for deficiencies in education, how they achieved their aim, doubled their means, established their credit, got a foothold in the business world, grasped opportunities, increased their abilities, made an impression on men of affairs—in fact, how they succeeded in life.

The most noted men, the most successful business men, statesmen, professional men, educators and executives have these volumes as part of their permanent libraries. Many of them have purchased hundreds of volumes of one or more titles, for presentation purposes to their employees and best friends. More than a million copies are now circulated all over the world, translated into many tongues. They are used as educational textbooks by many countries, including Japan, Germany, etc. Men and women read them and rise Phoenix-like under their inspiration from the ashes of dead hopes to greater and higher things.

Boys and girls read them, and are spurred to their highest endeavor, urged forward to bring out the very best and to make of themselves the utmost possible. Ministers, teachers, educators, orators, writers, professional men find them invaluable as ready reference books, teeming as they are with anecdotes and life stories of the world's great successes. You, too, want them.

SUCCESS MAGAZINE and THE NATIONAL POST (price \$1.00 per year) is the only great national family magazine which has remained at the popular price—\$1.00. SUCCESS MAGAZINE (Dr. Orison Swett Marden, editor and founder), healthy, vigorous, sensible; with which is combined THE NATIONAL POST with its timely review of events, stories with action and go in them and outspoken editorials on our big American problems. The "Individual Investor's" Department has prevented thousands of SUCCESS readers from investing hundreds of thousands of dollars in unsafe enterprises.

## A FEW OF THE IDEA-FULL CHAPTERS

Wanted—A Man  
Dare

The Will and the Way

Rich Without Money

Choosing a Vocation

The Man With the Idea

Decision

Love as a Tonic

The Born Leader

Eight Hundred and Ninety-

Six Kinds of Liars

Be Good to Yourself

Responsibilities and Power

Luck, Originality, Initiative

He Can Who Thinks He Can

Enthusiasm

Facts on Common Sense

Be Brief

Habit—The Servant or the

Master

Courage—Self-Control

A Home of My Own

Promotion—Health

Art of Advertising

Keeping Up With the Times

Friendship and Success

System and Order

Starting on Borrowed Capital

Salesmanship

Other Men's Brains

What Is the Matter With Your

Help?

Dollars and Dimes

What Credit is Based On

Just Getting Along

Useful Occupation

Getting a Situation

Hints to Young Writers

How to Talk Well

The Roll Call of the Great

The regular price of the set, cloth binding,

eleven volumes : : : \$11.00

SUCCESS MAGAZINE, two years : : 2.00

\$13.00

Silk Binding : : : \$13.75

SUCCESS MAGAZINE, two years : : 2.00

\$15.75

## THIS IS THE OFFER

I enclose \$2.00. Send me, at once, transportation charges fully prepaid, the complete eleven-volume set of the MARDEN LIBRARY, bound in cloth, and enter my name for a two-years' subscription to SUCCESS MAGAZINE. I promise to remit \$2.00 each month until the balance is paid at your special prices—Cloth binding, \$10.00; Silk binding, \$12.00.

NAME

ADDRESS

SUCCESS MAGAZINE, 29-31 East 22d St., New York

CITY AND STATE

O have some intelligent appreciation of how much of the knowable is yet known conduces to that humility which the beginning of wisdom. To know something of the past struggles for human progress conduces to an appreciation of how little is obviously true of what we think we know. Thus to see our attainments in their true relations to past beliefs and their probable relation to future knowledge conduces to true measure of our great ignorance. To

have this is to be without censure, because without a stupid pride; to love truth more than our vain predispositions; to love harmlessness of life more than moral sentimentalism; to be free from phariseism, because knowing the diversity and uncertainty of standards; to be unafraid of new evidence, and unoppressive to new allegations of truth; to be controlled by a selfishness of so high an order that your greatest happiness comes from studying all problems from the impersonal viewpoint, and making all judgments by impersonal standards; to have the desire to be right always overpowering the desire that others esteem us to be so; never

to impose one's opinion by invasive force; never to be impatient, except, perhaps, with dogmatism and intolerance—this is the essence of intellectual hospitality. In addition to this, if you have that rare disposition to make a substantial sacrifice for defending the right to be heard, of those of whose opinions you disapprove, that would be so rare a virtue as to be almost heroic.—Theodore Schroeder.

Exercise is the best physic.—Napoleon.

**✱ CONFESS**  
I am not at all charmed with the ideal of life held out by those who think that the normal state of human beings is that of struggling to get on; that the trampling, crushing, elbowing, and treading on each other's heels, which form the existing type of human life, are the most desirable lot of humankind, or anything but the disagreeable symptoms of one of the phases of industrial progress.—J. S. Mill.

**✱** IN the last century, a private debating-club was formed in London under the name of the Metaphysical Society. Its members were some of the ablest men of their generation: Tennyson the poet, Gladstone the statesman, Spencer the philosopher, Manning the churchman, Huxley the scientist. These distinguished men met and talked together for ten years, and at the end of that time they broke up the society, because, as one of them said, they had not yet agreed on the meaning of the word metaphysics.

—Allen Upward.

The laws of thought are the laws of the universe.—Buchner.

# Stevens-Duryea



## What "Three Point Support" Means to Every Stevens-Duryea Owner

road or is subjected to a jolt, *this rigid construction is bound to more or less warp the crank and transmission case, and this in turn throws the crank shaft and transmission shaft out of line and the bearings bind.*

This is why such a car fails to deliver its full horsepower to the rear wheels—the *only* place it can do any good.

With a Stevens-Duryea the *third* point of support is beneath the frame on the rear end of the power plant on a flexible pivot—the whole acting like a triangular cradle. (Study the picture.)

This permits the frame to twist and bend when unevenness of the road is encountered, but protects the motor, the clutch and gear set *all in the one housing mounted on three points.* And the twisting strain of the frame is not communicated to any part of the power plant no matter how great the road shock or how much the frame is distorted.

This is the famous Stevens-Duryea principle of the "Three Point Support," and it permits the "Unit Power Plant" of the car to transmit its full engine power to the wheels. That is why the Stevens-Duryea Power Plant on its three point support always keeps Stevens-Duryea cars tuned up—gives them greater life and greater efficiency.

If you are interested in high-grade motor cars, without fancy prices attached to them, send for the Stevens-Duryea illustrated and interesting literature. It is as different from the usual automobile catalogue as Stevens-Duryea cars are different from most automobiles. Or, better still, visit a Stevens-Duryea dealer, see the car itself—and get a demonstration.

**Stevens-Duryea Company, Chicopee Falls, Massachusetts**

**✱** OUR different ideas are stepping-stones; how we get from one to another we do not know; something carries us. We (our conscious selves) do not take the step. The creating and informing spirit, which is within us and not of us, is recognized everywhere in real life. It comes to us as a voice that will be heard; it tells us what we must believe; it frames our sentences, and we wonder at this visitor who chooses our brain as his dwelling-place.—Oliver Wendell Holmes.



Copyrighted 1910, by Kiser Photo Co., For Great Northern Railway

## A CHAPTER OF HISTORY

BY HOKE SMITH

¶ Having secured moving pictures to preserve for posterity the last great grass dance of the Blackfeet Indians, whose reservation of 500,000 acres in Northwestern Montana will be thrown open for white settlers next Spring, Louis W. Hill, President of the Great Northern Railway, has seized upon the New York Land Show as a vehicle for a novel primer lesson in assimilation, looking to the civilization of this tribe. The experiment has the sanction of the officials at Washington, and its working out will no doubt be watched with keen interest by President Taft and Secretary of the Interior Fisher.

¶ The most intelligent Blackfeet braves that could be found upon the Reservation will be brought to the Madison Square Garden Exposition, November 3d, and the hope is they will go back to their people imbued with the agricultural idea. Before the land of the Blackfeet Reservation is opened to the white man, each Indian is to be allotted a farm. The education which the picked representatives of this fast-passing race will derive from attending the greatest Land Show on earth is expected to have great influence in simplifying the United States Government's process of assimilating the other 5,997 Indians. These three red emissaries certainly will have wonderful tales to tell of New York and the Land Show exhibits when they return to the council tepee near Browning, Montana.

¶ The native environment of the Blackfeet tribe has gradually disappeared with the thinning out of their numbers. Congress last year dealt a severe blow to them when it set aside a territory larger than the State of Rhode Island and established Glacier National Park. Glacier Park adjoins

the Reservation on the West and this vast area was of course closed to the Indians as a hunting-ground. The area of Uncle Sam's newest National Park abounds in big game of all kinds, but the Blackfoot Indian was left only to look at this inviting hunting section with tears in his eyes—for the forest-rangers patrol the dead-line and keep the red man out.

So, with this great natural game-preserve of the Rocky Mountains gone from him, and his Reservation about to slip from his domain, the Blackfoot brave now must give up his rifle and bow to the inevitable. The transformation comes with a cruel suddenness to the Blackfoot. There is nothing left for him but try to be a farmer.

Sympathy for poor Lo runs deep in Louis W. Hill, railway magnate, whose duty it is to help develop the Northwest. Himself a landscape-artist and a lover of things natural, his heart goes out to these fated people at the crossroads in their life.

The last great grass dance of this picturesque people was a ceremony not soon to be forgotten by the few white people who were fortunate enough to be present. The weird ceremonies were participated in by 6,000 redskins. Many of them are land wealthy and all are regarded as an industrious people. The grass dance is of a religious nature. The Indians think it calls the attention of the gods to the fact that the tribe desires a good season, with plenty of grass for their horses. In the old days, the welfare of the buffalo was the central idea of this prayerful religious ceremony, for if there was n't plenty of grass the large herds of bison would n't come into this country. And a scarcity of buffaloes meant hunger to the Indians, no clothing, lack of skins with which to make tepees, beds and many other things which the redmen had to have. So, there was some sense to this treading of the grass in their appeal to the gods, the Indians thought.

But the buffalo is gone, and these grass dancers are following fast upon the same trail to the happy hunting-grounds.

Let us all join in the prayer that "the gods" shall hear them and that great fields of wheat and flax appear for these transformed people.

The Blackfeet are the highest type of Indian. Their integrity, fortitude, chastity and admirable dignity place them on a pedestal above all other tribes of savages. The Blackfoot is a frank, simple being, yet he is unusually cunning when the occasion demands. His sense of humor is keen, and of the hard, impressive kind. Some of his customs are extremely comical. For example, a Blackfoot must never meet his mother-in-law. Should he ever get his "wires crossed" and meet her unawares, the tribal custom penalizes him by demanding that he make her a handsome gift. So, the Blackfoot has even better reason than the white man for avoiding his mother-in-law.

# Some Good News

**A** WORTHY monk in the year Twelve Hundred Thirty-two wrote, "If this thing of book-making is kept up, the world can not produce enough sheep and goats to supply the skins." Good vegetarians were refusing to read books because they were printed on vellum, made from skins. Something must be done. So paper was invented.

The Japanese had made paper for a thousand years before, from a pulp made from the fiber of plants. They still make paper in the same way, under the supervision of the Government. It is made by hand and costs a dollar a pound.

It fell upon Americans, however, to make the best paper in imitation of the handmade; and by the way, the imitation seems better than the original. Strathmore and Alexandra Japan are superior for printing purposes to the Japanese Handmade from which they are supposed to have been copied.

We learn by doing, and humanity is sometimes slow in grasping a new idea, no matter how good it may be.

For years we have considered that there was no substitute, equal or rival of olive-oil, the product of Spain, Italy and France. However, those enterprising people, The Southern Cotton Oil Company, are helping us to change our minds on this very important item.

WESSON SNOWDRIFT OIL is proving itself on a par with the best olive-oil. The delectable French and Italian cooking is due to the use of olive-oil and other vegetable-oils. Butter, lard and suet are surely not comparable with olive-oil for this purpose.

Since Nineteen Hundred Ten, The Southern Cotton Oil Company, using the Wesson process in refining its Cottonseed-Oil, has given us the WESSON SNOWDRIFT OIL, an economical, pure, odorless and tasteless product for culinary purposes. Chefs, physicians, epicures, hotel-proprietors and house-keepers the world over are now proclaiming its merit. And a word may be added here to the effect that WESSON SNOWDRIFT OIL is the only Cottonseed-Oil worthy of being called an oil for human consumption. Not that there could be anything especially injurious about Cottonseed-Oil, but no other method develops the fine



qualities of the oil as does the Wesson process. It has one hundred per cent cooking value. It is time for every one to accept WESSON SNOWDRIFT OIL on its merits. It will lubricate life for you.

A request sent to the New York Office of The Southern Cotton Oil Company, Twenty-four Broad Street, will bring you a Recipe-Book which will interest you greatly.

## The Southern Cotton Oil Company

Savannah, New Orleans No. 24 Broad Street, New York London, Liverpool  
Chicago, San Francisco Paris, Manchester



## Two Labor-Saving, Money-Saving Household Helps

EVERY time a valuable rug is cleaned its life is shortened. Prevent the ravages of muddy, slushy shoes and you effect a saving as certain as putting money in the bank, even though not as tangible. Here are two articles that your home should contain.

### Grab's Foot Scraper

Is a neat device for keeping the shoes clean. It fastens on doorstep, walk or any handy place. Has ten parallel cleaning or scraping plates for the sole, with brushes arranged on each side which clean the sides of shoe. Will keep dust, germs, mud and snow out of the house. Price, \$1.00.



### Grab's Keyless Basket Bank

Is a unique cylindrical bank made of rolled steel with oxidized copper finish. Weighs only fourteen ounces, yet holds \$50.00 in dimes. First dime locks it. Opens only on the first fifty, and each succeeding fifty dimes deposited. With Grab's Keyless Basket Bank you hardly miss what goes into it, but you are simply astonished with what comes out. Price, prepaid, \$1.00.

ORDER TO-DAY—DON'T WAIT.

If you can't get Grab's Foot Scraper or Keyless Bank at your dealer's, order of us direct.

**VICTOR M. GRAB & COMPANY**

Largest American Novelty Manufacturers

F4 Ashland Block : : : : Chicago, Illinois

## Commonwealth Hotel

(INC.)

Opposite State House, Boston, Massachusetts



OFFERS rooms with hot and cold water for \$1.00 per day and up, which includes free use of public shower baths.

Nothing to equal this in New England Rooms with private baths for \$1.50 per day and up; suites of two rooms and bath for \$4.00 per day and up.

Dining Room and Cafe First-Class, European Plan. **Absolutely Fireproof**

Stone floors, nothing wood but the doors. Equipped with its own Sanitary Vacuum Cleaning Plant.

Strictly a Temperance Hotel

**STORER F. CRAFTS**

GENERAL MANAGER

Send for booklet.

## We Printed a Copy For YOU

and every other woman who is interested in fine furs and latest fur fashions. We will mail this book free on request. Ask for Catalog No. 25. This

### 1911-12 Catalog of Albrecht Furs

gives valuable information how to choose furs—their description and actual name in plain English, also their corresponding trade name and definite prices—color photographs from actual furs—interesting facts not procurable elsewhere. You'll want it to make an intelligent selection. Sent FREE. Write for Catalog No. 25, NOW.

ALBRECHT FURS are made in Saint Paul, the great fur city of America. We use only whole, selected skins, purchased direct from the trappers of the Northwest. Half a century's experience as exclusive furriers, and our positive GUARANTEE of satisfaction in fit, quality and style, goes to you with every piece of fur that bears the ALBRECHT trademark. Illustration shows Albrecht Model 552 and Geneva Muff in Russian Black Pony, guaranteed. We will express this prepaid upon receipt of price of set—\$100.00.

Call on the best dealer in your town for ALBRECHT FURS. If he has n't them we will fill your order direct, express charges prepaid on cash orders.

References:—Any Bank or Mercantile Agency.

**E. ALBRECHT & SON**

Established 1855

6th & Minnesota Sts., Station "P," SAINT PAUL



## Fall Planting and Furnishing

The October Fall Planting and Furnishing number of *House and Garden* is of extraordinary value and timeliness, in bringing to the reader in concise, illustrated form the things to be done in the Autumn, both indoors and out, with a thousand suggestions for enhancing the beauty of the garden and the attractiveness of the house. Bulbs must be planted, certain stock should be set out, much cultivating has to be done, and indoors there is furnishing, interior decorating and a multitude of things to do in relation to which you can draw from the experiences of others.

We want you to know *House and Garden* and as a Special Inducement offer

**INEXPENSIVE HOMES OF INDIVIDUALITY—FREE**  
Inexpensive Homes of Individuality is a little book of 64 pages containing 108 illustrations and floor plans of the best houses of moderate size built to-day. It offers an exceptional opportunity of studying in detail some of the best designed smaller houses of various architectural types the country over, ranging in cost from two to eight thousand dollars. It is printed on the best stock, superbly illustrated and contains an Introduction on the "Choice of a Style for the Country or Suburban Home," by Frank Miles Day, past president of the American Institute of Architects. An enclosure of 25 cents and the mention of *The Fra* will bring you October *House and Garden* and *Inexpensive Homes of Individuality*, postpaid. (Fifty cents is the regular price when purchased separately.)

McBRIDE, NAST & CO., 31 East 17th St., N. Y.

## THE ILLUMINATIVE STORY OF SOME MODERN PILGRIMS IN SEARCH OF PROGRESS

BY WILBUR D. NESBIT

**M**ANY years ago in the city of Canton, Ohio, an agricultural implement factory was started.

The business was managed by men of energy and forcefulness; they had high ideals and they knew their opportunities.

They made the best kind of farming implements; their business grew right along. They had to increase the capacity of their plant. Then they had to look after the selling end.

The more a business grows, the more important becomes the work of creating and increasing the sales.

Advertising in the right way, in the right place and at the right time, not only secures new customers but holds the old ones.

These men were masters of the manufacture of their goods; they hired and kept good workmen and good salesmen. They wanted some one who would furnish the link between the goods and the buyers.

One after the other, for twenty years, they tried different advertising agents. They wanted their advertising handled by a man or an organization that would give as good work on advertising and sales-development as they were giving in the producing end.

After twenty years of disappointment these pilgrims came to the Mahin Advertising Company of Chicago, to see what it could do.

These pilgrims had learned, in twenty years, to be cautious. Their appropriation was not particularly large, but their work was taken up and handled. Mahin service is not a routine proposition. It is a real service which is based upon the advertising and selling problems of the customer.

Now let Mr. C. F. Dick, secretary of the Joseph Dick Manufacturing Company, of Canton, Ohio, tell the rest of it:

Dear Sir:

Canton, Ohio, Feb. 27, 1911.

It is a source of much satisfaction for the writer to mention a few facts concerning the experience had with the Mahin Advertising Company of Chicago.

We have had various advertising agencies caring for our Publicity Campaign for the past twenty years, but not until up to three years ago did we get located with an agency that we could conscientiously say gave us, in all reality, results that fully reached our highest expectation.

From the very first, the Mahin Advertising Company took hold of our proposition with an earnestness that started

our advertising on the main track. The prompt and efficient service they have given in the past three years has brought about a large and substantial increase in our sales.

They have always shown great care in the preparation of our campaign; willing at all times to give us the full benefit of their wide experience—at the same time carefully considering any suggestions that we made to improve the service and give the most successful results.

They have given us a class of service that brings the kind of results all advertisers seek, and we certainly are pleased to recommend to your consideration the Mahin Advertising Company.

Yours truly,

THE JOS. DICK MFG. CO.

By C. F. Dick, Secy.

We have just such letters from customers in our thirty different lines of business. Some of them use only one of the six different lines of advertising

mediums; some use two or more; some use all.

We maintain that no advertising agency is competent to advise for or against any particular kind of advertising without long and successful experience in all kinds of mediums.

We cover any part and all of the field—

magazines, newspapers, street cars, farm papers, billboards and paint.

When you secure Mahin service you profit by the experience of not only one, but many advertisers.

Isn't it the safest and surest policy to couple this extensive experience to yours, to connect this efficient organization with yours?

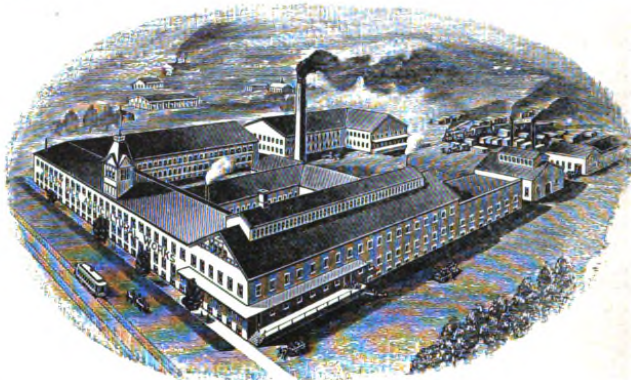
Whether you are an advertiser or a prospective advertiser, whether you contemplate changing your agency representation or not, you should know what Mahin service is and what it does.

We have no solicitors calling on advertisers importuning them for business, as we devote our time to our customers' interests.

However, while we have no solicitors, every man in our employ is a first-class salesman, and when it is impossible for the prospective customer to come to our office we gladly send one of our salesmen.

Arrange an appointment with us in your office or ours—preferably ours, for then you will see what we are doing. Write, wire or telephone Long Distance Central 7045.

Mahin Advertising Company, Chicago, Illinois. John Lee Mahin, President. Wm. H. Rankin, Vice-President. H. A. Groth, Secretary.



PLANT OF THE JOSEPH DICK MANUFACTURING COMPANY





# SEALY

## Tuftless Mattress

*Pure Long-Fibre Cotton*

*In One Pneumatically-formed Batt*

*No Layers or Sections*

*The Only Successful Tuftless Mattress*

*Guaranteed 20 Years*

## DON'T PAY For Real Cotton in a Mattress Unless You GET it

Q High-grade long-fibre cotton is worth about 15c a pound; cotton-gin waste and shoddy, 2c or 3c a pound; short-fibre cotton, 6c a pound.

Q If cheaper fillings made as good mattresses as long-fibre cotton you would only be cheated out of some of your hard-earned money.

Q As it is, when you pay the cotton price for a shoddy mattress you are cheated out of your hard-earned rest as well. For long-fibre cotton gives to a mattress a comfort and sleep-inducing quality never found in substitutes. Long-fibre cotton is springy, resilient, "lively" and clean, while gin-waste, shoddy and short cotton are soggy, packy, dead and dirty.

Q The SEALY Mattress is made without tufts or layers, because the SEALY grade of cotton and the SEALY Pneumatic Process make a mattress that needs neither tufts nor layers to keep it in shape, and is guaranteed for 20 years against becoming lumpy or bunched.

Q SEALY MATTRESSES are made in all sizes, covered with the best grade of A. C. A., Bookfold Saten or Mercerized Art Tickings, either Plain Edge or Roll Edge like illustration above—but never tufted. Prices, \$20 to \$25.

Send for our booklet, "The Real Difference in Mattresses."

Q It describes the SEALY still more fully and gives prices. We want you to read it. We will also give you the name of our representative where you can see "The mattress that puts them all to sleep."

## SEALY MATTRESS CO.

Factory and General Offices at our 14,000 acre cotton plantation, Sugar Land, Texas

New York Office and Warerooms, 51 West 37th St.

Chicago, 1300 Michigan Ave.

San Francisco, 45 Kearney St.

Write to address nearest you.

## DON'T BLOW YOUR HEADS OFF

Use the easy playing Conn instruments. They are the best ever a man put to his lips  
**TRY THEM ALL, THEN BUY A CONN**

Everything  
New,  
Everything  
Good



Send  
For  
Catalogues

Largest and Most Complete Factory in the World Devoted to Manufacturing  
High Grade Band and Orchestra Instruments.

**C. G. CONN : Elkhart, Indiana**



## A Book That Fully Explains Why We Can Build a 30-Horsepower 5-Passenger Fore-door Touring Car to Sell for \$900. Write for a Copy

**T**is utterly impossible for anyone to realize the economical manufacturing strength of the *Overland* organization without a clear idea of its enormous manufacturing facilities. To the average man an automobile factory is merely a factory—a place where cars are made.

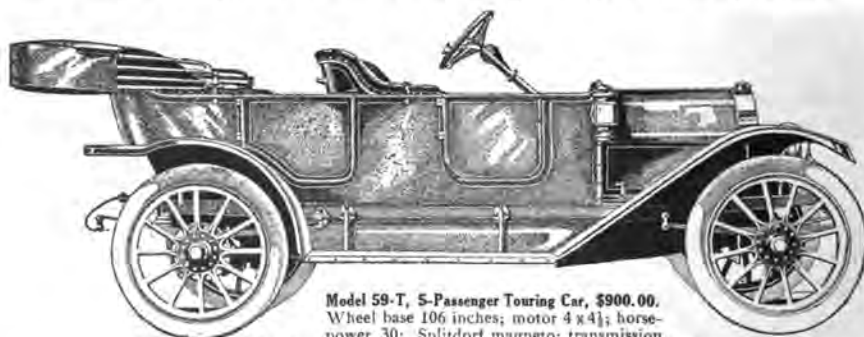
Yet there is the greatest difference in the world. On one hand you have a plant which, on account of its great production, can make and sell its car for far less than the other factory. And on the other hand you might have a very small factory which, while it produces a good car, has a very small capacity, and its car for car production costs are considerably higher than those of the larger plant. That is why you find one manufacturer selling his 30-horsepower touring car for \$1250 while we market that type of machine for \$900.

¶ We have just published a very thorough book which explains in a clear, definite and readable manner the difference in automobile plants. And the point of this whole book is to prove the economical manufacturing ability of the Overland plants—to prove its strength by showing and explaining to you the interior and exterior of the greatest automobile plant in the world. It takes you over the entire 80 acres. It takes you in shops and departments that will not be found in other plants. It explains and illustrates the giant Olsen tensile strength testing machine of 100,000 pounds capacity for testing raw metals. It shows you what a White-Souther endurance tester is. It takes you through the chemical laboratories and the great drop forge plant—the largest in the industry. It takes you through what will seem like miles of automatic machinery. It shows you how it takes four months to produce an Overland car and how thorough, accurate and painstaking each operation is. The book is free and we want you to have one. It is interesting and full of information. Anyone can read it, for it is written in words of few syllables.

¶ Above all it gives you a clear understanding of economics in the production of automobiles in great quantities, and we believe it proves why no other manufacturer in the business can produce the car described below and sell it at our price without losing money. To realize this you have but to compare this automobile with any other similar car on the market. Take the entire list of specifications and see if you can duplicate this car for less than \$1250. Check the whole car, the wheel base, the motor, the seating capacity, the body finish, the transmission, the design, etc. Do this and the exceptional value of this car will show you where to invest your money. Our Model 59 is the most progressive step the industry has ever witnessed and it means a great deal to the motor buyers of America.

¶ A line to us will bring you this new Overland book. It explains what we are and what we have got and why other cars of similar size and rating are from twenty to forty per cent higher in price. Write and ask for book V 110.

The Willys-Overland Company, Toledo, Ohio



Model 59-T, 5-Passenger Touring Car, \$900.00.  
Wheel base 106 inches; motor 4 x 4½; horsepower 30; Splittdorf magneto; transmission selective, three speeds and reverse; F. & S. ball-bearings; tires 32 x 3½ Q. D.; 3 oil lamps; 2 gas lamps and generator; complete set of tools.

## Are You Satisfied With Your Income?

Would \$500, or more, a year on the side be an object to you? You can easily make and exceed that amount in the poultry business without interfering with your regular work. Consumption of poultry products is fast crowding production. The producers can not keep abreast with the needs of the increasing population. Now a billion dollars are spent annually for poultry and eggs. Why don't you get a part of that enormous sum? You can, if you will.

### "SIDE-LINE POULTRY KEEPING"

**\$1,188.05** is the amount F. H. Dunlap of West Salisbury, N. H., cleared from his hens in 1910, and did not devote more than two hours a day to them. You can learn the secrets of his success in the book, "Side-Line Poultry Keeping."

**\$1,009.31** was the net profit made by R. A. Richardson, Haverhill, Massachusetts, in 1910, who attended to his regular work as a shoe cutter. The details of his success are also told in "Side-Line Poultry Keeping."



### This Reliable Book

is by Edgar Warren, who writes in such a simple, pleasing manner that any novice can understand and follow the instructions which lead eventually to success. It is of special value to the person who desires to add several hundred dollars to his annual income without interfering with his regular work. It covers every detail of the hen business and its allied interests—hatching, brooding, selecting layers, feeding for growth and fertile eggs, dressing, shipping, selling, treatments for internal and external ailments, "Laying Down Eggs" for perfect keeping, etc., etc.

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AMERICAN POULTRY ADVOCATE, 138 Hodgkins Building, SYRACUSE, N. Y.



### Have You Made Good?

Are you a business and social success or merely one of the submerged millions? You can be exactly what you will be! Have caused the trend, why ask you? Hundreds are applying Deductive Thought and its application to their daily lives and are enjoying that happy faith which makes reality thought and action a reality. It will not you fail to write and learn the truth. My new booklet, "Success Through Inductive Thought," and booklet FREE. Address: FRANK D. FOLLANSBEE, 1157 Yale Ave., Chicago

### Circulation—A Definition

THE records of a periodical show the number of copies printed and mailed, but the responses of its readers to the advertisements show its circulation.

In circulation, as well as in Onyx Hosiery, it is quality that counts.

There is no blue sky about the circulation of *The Fra* and *The Philistine*. Every copy is bought and paid for—and such a circulation is a positive selling force.

James Wallen, Advertising Manager  
The Roycrofters, East Aurora, Erie County, New York

## Four Special Books

Several years ago we bound some individual, two-volume sets of *Little Journeys*. We chose the *Journeys* for which there was unusual demand and made them into beautiful gift-books.

These editions are printed on hand-made paper, and are hand-illuminated in gold and colors. The linings and the sides of the books are of marble paper, to harmonize with the binding, which is three-quarters levant, hand-tooled.

These sets are packed in special boxes, and are particularly suitable for Christmas and New-Year's gifts.

We have some sets of *Eminent Artists*, Books I & II, in Blue and Green Levant.

*Eminent Orators*, Books I and II, in Blue, Brown and Green Levant.

*Great Scientists*, Books I and II, in Red, Brown and Green Levant.

*Great Philosophers*, Books I and II, in Blue and in Green Levant.

The Price for each set is Twenty Dollars.

The Roycrofters do not offer any finer books than these.

The Roycrofters, East Aurora, New York



## Of Interest to Progressive Women and Also Men who Are Looking Toward the Light

**T**HE January Number of *The Fra Magazine* will be the Woman's Number. In this issue, Alice Hubbard will present an article on Madame Curie, the famous French scientist. ¶ Many people believe that Madame Curie is the biggest little woman in the world. This Parisian



ALICE HUBBARD

is a distinguished member of the new school of scientists, who are bringing their ideas, theories and discoveries into practical working form. ¶ Mrs. Hubbard's study is charming, intimate, analytical and authoritative.

Whenever you see copies of *The Fra* with a picture of Our Lady of the Laboratory on its cover, you will know that the January Number is out and that one more step has been taken in the onward march of civilization.

You had better subscribe to *The Fra* now, so as to make sure of your getting this Number.

The Roycrofters, East Aurora, New York

directions before the experts discover their mistake. Of course, no one from the outside can help; first, because most persons think of expertitis as a fetish for worship rather than as a disease to avoid; and second, because victims of expertitis regard all suggestions from the outside as obtrusive ignorance.

—L. F. Post.

**T**HE doctor very soon learns that if he gets ahead of the superstitions of his patients he is a ruined man, and the result is that he instinctively takes care not to get ahead of them. That is why all the changes come from the laity. It is not until an agitation has been conducted for many years

**T**HE spread of "expertitis" in every department of human knowledge and skill has long called for a remedy. It is a more dangerous disease probably than "generalizingitis." The victims of the latter are so many-sided in their generalizing that they hold one another steadily in check. But "expertitis" has such eccentric tendencies. Going now with a rush this way, now with a rush that, and with little or no opposition at any time, it runs its course in any of its

by laymen, that the public is sufficiently impressed to make it possible for the doctors to open their minds and their mouths on the subject of fresh air, cold water, temperance, and the rest of the new fashions in hygiene.—George Bernard Shaw.

The degree of estimation in which any profession is held becomes the standard of the estimation in which the professors hold themselves.—Edmund Burke.

**P**AINE uttered the noblest words spoken during the Eighteenth Century, words fraught most with destiny, words that throbbed with the coming of a new freedom; not freedom for kings and so-called nobles, but freedom for all mankind; freedom not for the rich and titled alone, but for the poor and lowly as well; freedom not for a generation, but for the ages to come, for all time. He looked down the vistas of the future and saw kingdoms falling, saw empires going down, saw thrones and altars crumbling to dust together, and beheld the scepter and crozier wrested from the political and ecclesiastical hands of twin tyrannies, and above this universal wreck he saw man triumphant, saw him march to victory under the flag of freedom, saw him happy and prosperous under a government which had the consent of the governed. Paine did not work for himself, for his family, for his country alone; he worked for the whole world.

—L. K. Washburn.

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**F**OR *your* business it has a *double* advantage. Like all fine bond papers it produces *impressive* stationery. Unlike all others, Construction Bond has an *economical* method of distribution that *assures* its users

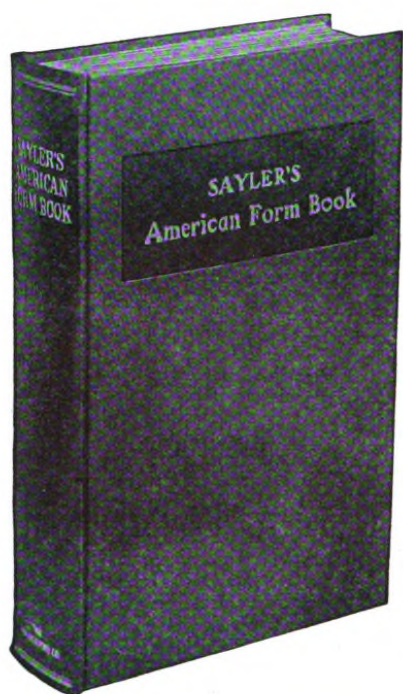
### *Impressive Stationery at a Usable Price*

Here's how: Construction Bond is sold *direct* to *responsible* printers and lithographers *only*. It is sold and handled *only* in quantities of 500 lbs. or more at a time. Other fine bond papers are distributed through *local jobbers* who resell to *any* printer. They will sell, and usually deliver, as little as 15 lbs. at a time.

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W. E. WROE & CO., 1002 Michigan Avenue, Chicago

They are made for co-operation, like feet, like hands, like eyelids, like the rows of the upper and lower teeth. To act against one another is contrary to Nature; and it is acting against one another to be vexed and to turn away.—*Marcus Aurelius*.



## An Aid to Busy Businessmen

¶ Every live businessman today is trying to widen his scope of knowledge. The man who knows what to do at a given time is the valuable man in a firm. He saves time, temper, vocabulary and money. Efficiency is simply a matter of accumulating knowledge and applying it to practical ends. The indispensable man in every house is the man who knows what to do in critical moments.

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¶ It is comprehensive, clear, accurate, and absolutely reliable. This volume can be had for \$3.50. Remit today and add this to your efficiency equipment.

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## Bill-Folds and Coin-Purses



### Combination Pocket-book and Cardcase

Closed, two and one-half by four and three-fourths inches; open, four and three-fourths by five and one-half inches. Price, \$4.00.

### Bill-Fold



Closed, four by four inches; open four by eight inches. Five pockets. Price, \$5.00.

### Ladies' Bill-Pocket



Turned edge; five pockets—\$5.00.

### Three-Fold Bill-Book



This book has opening for Pass-Card. Closed, three by four and one-half inches. Price, \$7.50.

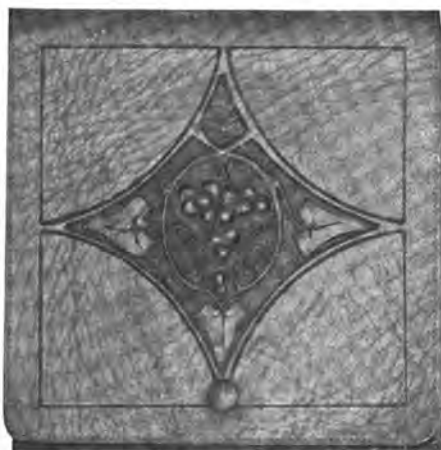
### Pocket Coin-Purse



This is an especially serviceable change-purse. Price, \$1.25.

The Roycrofters, East Aurora, Erie County, New York

## Handkerchief-Case and Shopping-Bag



Price, \$5.00.

### Handkerchief-Case

Made of special Spanish cowhide and lined with ooze-morocco. Closed, the case measures six by six and one-half inches. A suitable and satisfactory traveling-case. Price, \$5.00.

### Shopping-Bag

These bags are made from the best bold-grain Spanish cowhide and are lined with ooze-morocco. The frames are imported. ¶ They are made in three sizes:

Six and three-fourths by nine inches. Price, \$10.00.

Seven and one-half by ten inches. Price, \$12.00.

Seven and one-half by eleven inches. Price, \$15.00.

Each bag has an inside pocket with coin-purse to match the bag.



Price, \$12.00.

The Roycrofters, East Aurora, Erie County, New York



## A Sumptuous Modeled-Leather Gift

There are always a few people who have a love for and an appreciation of the truly exquisite.

Frederick C. Kranz has designed a very few of these special bags for those who wish their gifts to be distinguished by their individuality and beauty.

This bag is truly a Roycroft production. We have made the frame of hand-hammered copper and

silver. It is set with tiger-eyes.

These bags are hand-laced with strips of the best goatskin, which excels any other leather in durability. The hand-braided handles are made of the same material.

English Calf is the stock used in making these bags. The lining is best-quality soft-toned ooze-calf. The bag has an inside pocket fitted with a coin-purse.



Size, nine by ten and one-fourth inches.

Price, \$35.00.

The Roycrofters, East Aurora, Erie County New York

## Modeled-Leather Conveniences

### Glove-Case



4  $\frac{3}{4}$  x 13  $\frac{3}{4}$  inches. Price, \$15.00.

### Manicure-Case

Open, 6 x 10 inches.



Closed, 3  $\frac{1}{2}$  x 6 inches.

These cases are fitted with the best instruments that can be bought. Price, \$10.00.

### Jewel-Box

Depth, one and one-half inches;  
Diameter, four inches.

Price, \$6.00.

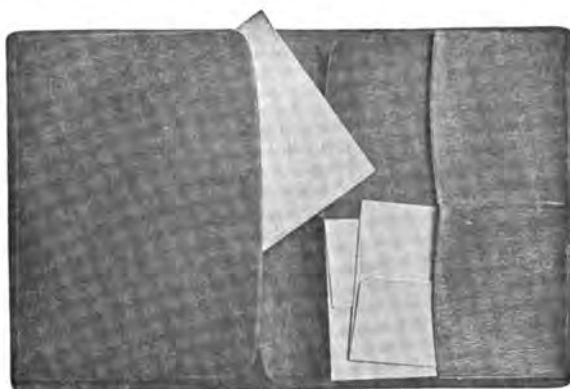


The Roycrofters, East Aurora, Erie County, New York

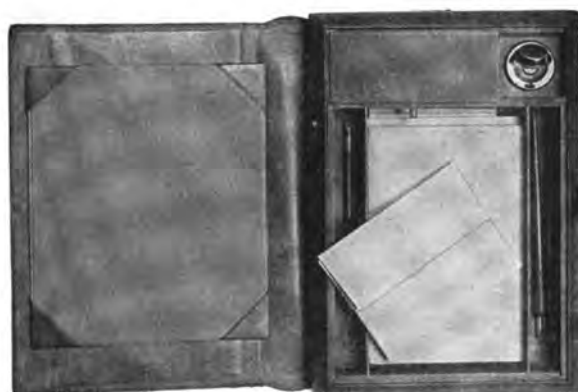
## Travelers' Conveniences in Modeled Leather

### Special Portfolio

Will just fit into your traveling-bag. Made from a stock that will give constant satisfaction. Price, \$7.50.



Open,  $9\frac{3}{4}$  x 15 inches. Price, \$7.50.



Open, 2 x 13 x  $18\frac{1}{4}$  inches. Price, \$15.00.

### Travelers' Writing-Case

This case is made as compact and complete as care and interest could plan it. Price, \$15.00.

The case is fitted with writing-pad, stationary inkwell, stamp-box, pen and pencil trays. Price, \$15.00.



Closed, 2 x 9 x 13 inches.

The Roycrofters, East Aurora, Erie County, New York

## Individual Designs in Modeled Leather

For the Library-Table or the Drawing-Room



Moth Design.

Twenty-two  
inches in dia-  
meter.

Price, \$10.00.

This Desk-Set is made of the finest stock. The edges are all turned. The design was made specially for this gift set for Christmas 1911.



Size of pad, 12 x 17 inches. Price, \$7.50.

The Roycrofters, East Aurora, Erie County, New York





## Modeled-Leather Screen

Designed by Frederick C. Kraus

There is only one screen like this. There will be no other. The dining-room that will own this one as part of its beauty will have a marked place in the memory of every one who sees it. Price, \$200.00.

## Modeled-Leather Wastebasket

A Wastebasket is a necessity in every library, office and den, if you value the Axminster or your hardwood floors. But a wastebasket with too much ego offends the poetic unities.

This modeled-leather basket never lops, leaks nor lapses. It is dignified, poised, quiet and rarely beautiful.

The design and workmanship are distinctly Roycroft Standard.

Why not make the office a place where good-looking things are at home?

The price is \$10.00.



9 inches diameter by 15 inches deep

The Roycrofters, East Aurora, Erie County, New York



## Modeled-Leather Table-Mats

### Thorn-Apple Design

Gold has been used as the medium for color harmony ever since the blending of shades and tones was recognized as a fine art.

Here we have the reason for the gold threads used in tapestries; for the cloth-of-gold background in rare embroideries, and gold as the setting for gems.

Roycroft Modeled-Leather Mats possess a unique, distinctive harmony of color-tone because the art shades used are softened and blended with gold.

Two or three mats of different sizes can be used to advantage on your library-table.

Our mats are modeled in several designs.



This mat is eighteen inches in diameter. Price, \$5.00.

### Lotus Design



This mat is twenty inches in diameter. Price, \$7.50.

### Table-Mats

Various Designs

Diameter, twenty inches, \$7.50.

Diameter, eighteen inches, 5.00.

### Lamp-Mats

Diameter, fifteen inches, \$3.50.

Diameter, twelve inches, 2.25.

### Vase-Mats

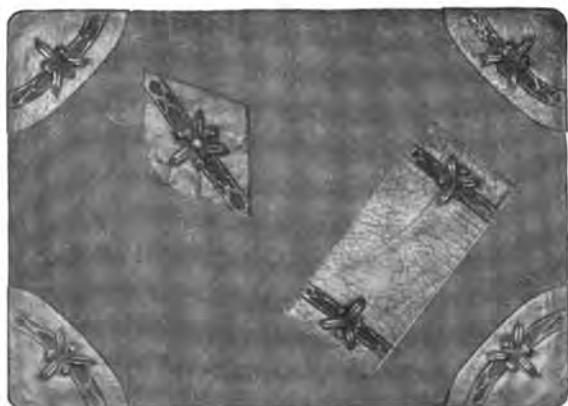
Diameter, ten inches, \$1.75.

Diameter, nine inches, 1.50.

Diameter, eight inches, 1.25.

The Roycrofters, East Aurora, Erie County, New York

## Desk-Sets in Modeled Leather



### Desk-Set

With hand-blotted and pen-wiper. Size of pad, 12 x 17 inches. Price, \$3.00.

Price, \$2.50.

### Individual-Blotter



$3\frac{3}{4} \times 8\frac{1}{2}$  inches. Price, \$.75.

### Penwiper



$2\frac{1}{2} \times 4\frac{1}{4}$  inches. Price, \$.25.  
These blotters and penwipers are modeled in several designs.

### Desk-Pad

12 x 17 inches, with hand-blotted and penwiper. Price, \$2.50.



Price, \$2.50.

The Roycrofters, East Aurora, Erie County, New York

## Modeled-Leather Photograph Frames and Cases

### Photograph- Frame

Modeled in Empire  
design.



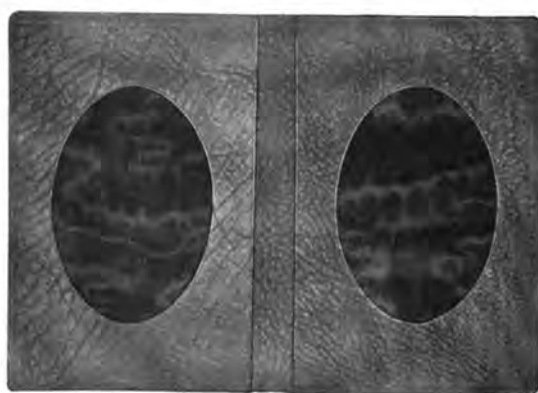
This style frame is made with standard. Nine inches high; five inches wide at bottom. Oval opening, two and three-eighths by three and one-half inches. The stock used is English Calf. Price, \$7.50.

### Photograph-Case

Made of Spanish Cowhide.



Closed,  $4\frac{3}{4} \times 6\frac{3}{4}$  inches.

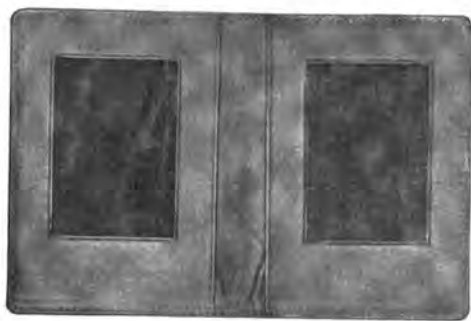


Open,  $6\frac{3}{4} \times 9\frac{3}{4}$  inches. Openings oval or square,  $3 \times 4\frac{1}{2}$  inches.  
Price, \$3.00.

The Roycrofters, East Aurora, Erie County, New York

## Photograph Frames and Cases

This Photograph-Case has openings for two pictures—oval or square. Each opening is one and three-fourths by two and one-half inches. This is a handy case to carry about with you. Price, \$1.50.



Outside dimensions: Open,  $6\frac{1}{4}$  x  $4\frac{1}{4}$  inches.



Outside dimensions: Closed,  $3\frac{1}{4}$  x  $4\frac{1}{4}$  inches.



### Photograph-Frame

With standard.

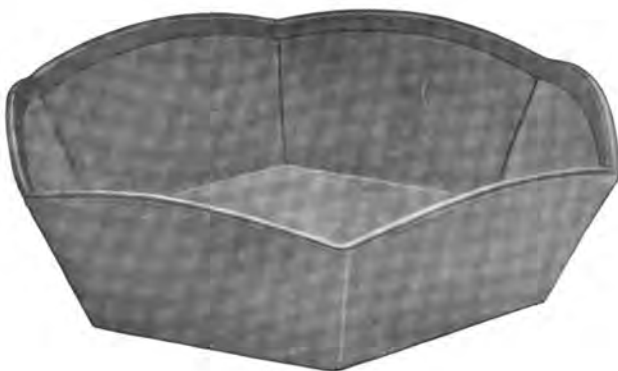
The opening in this frame is three and one-half by five and five-eighths inches. Price, \$4.00.

### Workbasket

Made of leather, with soft velvet-leather lining.

In colors, ecru, gray, green, brown, tan, old rose, maroon. Size, three and one-half by nine inches.

Price, \$1.50.



The Roycrofters, East Aurora, Erie County, New York

## Roycroft Furniture

### Low Rocker

Leather seat



No. 039 a.

Oak, \$10.00. Mahogany, \$12.50.

### Child's Chair

With padded leather seat



13½ inches wide; 13 inches deep; 25 inches high. Oak, \$5.00. Mahogany, \$6.25.

### Slipper-Chair



No. 037.

14 inches wide; 13 inches deep; 29 inches high. Oak, \$9.00. Mahogany, \$11.00.

### Footstool



No. 048.

Oak, \$5.00. Mahogany or Walnut, \$6.00.

We do not pay carriage on our furniture.

The Roycrofters, East Aurora, Erie County, New York



## Roycroft Furniture

### Bedroom-Chair

No. 030

Oak, \$11.00.

Mahogany  
\$13.50.

Sixteen and  
one-half  
inches deep,  
Seventeen  
inches wide,  
Forty-three  
and one-half  
inches high

### Combination Reading-Table and Bookshelves



### Ali Baba Bench

No. 046

Forty-two by  
eleven by nine-  
teen and one-half  
inches.

Price, \$10.00



Top fifteen by twenty-six  
inches. Height thirty inches

Oak, \$15.00.

Mahogany, \$18.75.

WE DO NOT PAY  
CARRIAGE ON OUR  
FURNITURE

### Bookrack

Oak, \$1.50.

Mahogany,  
\$1.75.

### Book- Blocks

Oak, \$4.50

Mahogany,  
\$5.50.

### Wastebasket

Twelve and one-half inches square at top.  
Nine and one-half inches square at bottom.  
Thirteen inches high.

Oak, \$8.00. Mahogany, \$10.00.

The Roycrofters, East Aurora, Erie County, New York

## Some Roycroft Tabourettes



No. 050

Top, sixteen by sixteen inches.  
Height, twenty inches.  
Oak, \$8.00  
Mahogany, \$10.00



No. 049

Top, fourteen by fourteen inches.  
Height, twenty inches.  
Oak, \$9.00.  
Mahogany, \$11.00.



No. 050½

Top, twelve by twelve inches.  
Height, twenty inches.  
Oak, \$5.00.  
Mahogany, \$6.25.

We do not pay carriage on our Furniture.

The Roycrofters, East Aurora, Erie County, New York

## For the Library

Mottoes Carved on Boards for the Ingle-Nook, Library or Hallway

**SUBJECTS:**

Concentration  
Co-operation  
Courtesy  
Economy  
Endurance  
Fellowship  
Happiness



**SUBJECTS:**

Harmony  
Health  
Industry  
Loyalty  
Patience  
Perseverance  
Self-Control

This style, ten by forty-six inches. Price, \$5.00.

Bookcase Suitable for Elbert Hubbard's Complete Writings



Forty-four and one-half inches wide;  
sixteen and three-fourths inches deep;  
seventy inches high over all. Oak, \$50.

We do not pay carriage on these goods.

The Roycrofters, East Aurora, Erie County, New York

## A Thousand and One Epigrams

BY ELBERT HUBBARD

¶ The orphic saying, epigram or proverb is a condensed nugget of wisdom and wit, flavored with surprise.

¶ The epigram will always be in demand. The writer of the future will appeal more and more to the imagination of the reader, and not deal so largely in pedagogics, preaching and piffle.

¶ We are going to give the reader or the listener credit for knowing a lot of things which are left unsaid. We are going to talk less and listen more; write less and say more; hate less and love more; eat less and chew more; labor less and play more; worry less and work more; fear less and laugh more.

¶ A few epigrams are herewith given gratis as a taste of quality:



¶ A Miracle: An event described by those to whom it was told by men who did not see it.

¶ We work to become, not to acquire.

¶ Give us the Bough, the Thou and the Jug in right proportion.

¶ God looked upon His work and saw that it was good. That is where the clergy take issue with Him.

¶ Hike for Respectability, and cuddle safely under her Paisley, and it's you for a Mollycoddle. Get weaned—in God's name, get weaned!

¶ Work your grief up into Art, and it is gone.

¶ Any man who has a job has a chance.

¶ Any man who thinks he is very much better than other men, isn't.

¶ No good sensible working bee listens to the advice of the bedbug on the subject of business.

¶ When your wife and your affinity are the same person, society has no rope on your foot.

¶ Girls should not waste their powder on lobsters.

¶ It takes brains to make money, but any dam fool can inherit. P. S. I never inherited any money.

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¶ *The Fra* Magazine is an exponent of The American Philosophy; it is the journal of the thinkers, the doers, the creators. *The Fra* stands for the divinity of business—for health, happiness, reciprocity, mutuality and co-operation. It believes in the hands that work, the brains that think and the hearts that love.

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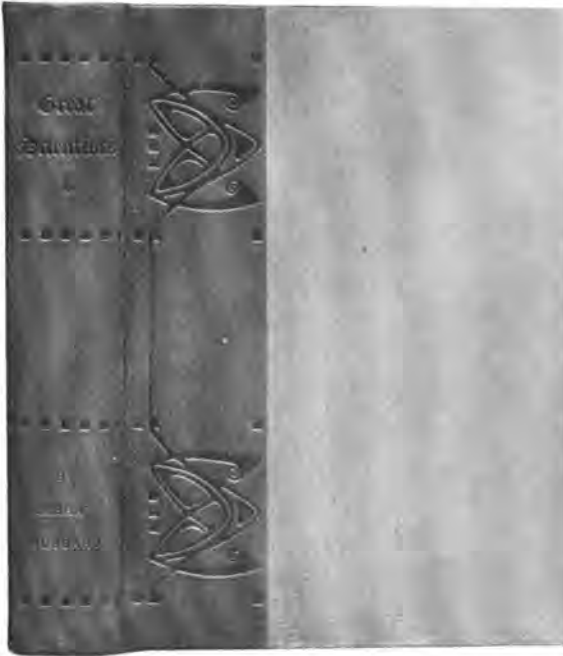
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In Saint Louis lives Bill Reedy, Editor of "The Mirror" and Dairyman at large.

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## The Rubaiyat of Omar Khayyam

And when like her, O Saki,  
you shall pass  
Among the guests Star-scat-  
tered on the grass  
And in your joyous errand  
reach the spot  
Where I made One—turn  
down an empty glass!



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Fifty-two years ago this Christmastime Edward FitzGerald left the now famous quatrains of Omar on the literary doorstep of the world.

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Alice Hubbard gives in *Life Lessons* the unique and intimate incident in such a way as to bring before us the soul of the man; his ever-buoyant, ever-joyous loyalty to the Ideal; his highest and finest aspirations, his service to the world.

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¶ Henry D. Thoreau lived in a world of ideals. He lived so honestly that his ideals became real and he wrote:

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¶ *Friendship, Love and Marriage* is the book that will carry your message.

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¶ This special edition is printed on English paper. There are fourteen portraits in photo-gravure. The type, initials and ornaments were specially made.

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BY WALT WHITMAN

In the Introduction to *An American Bible*, Alice Hubbard says of Walt Whitman: "He lived his own life of thought, and he expressed his thoughts in his own way. Whitman knew that he, himself, typified humanity, and so he sang the *Song of Myself* believing that this song was the honest thought of honest minds." The Roycrofters printed *The Song of Myself* in February, Nineteen Hundred Four. There are only a few copies now. The book is done in two colors, bound in ooze-leather, silk-lined. Price, Two Dollars.

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BY ELBERT HUBBARD AND J. I. C. CLARKE

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And with no compass save their dreams,  
They sail away undaunted for the far, blind shores.  
So sings Herbert Kaufman of "The Dreamers."

¶ Henry Hudson was a dreamer who, though scorned and scoffed at, held forever to his purpose till that dream was fact.

¶ In this essay Elbert Hubbard gives clearly, forcefully, sympathetically, the story of Henry Hudson and his discovery of the land where stands the greatest city of the Western world.

¶ With this essay is an Ode to the Spirit of Manhattan, written by Joseph I. C. Clarke, in which he tells, in his own delightful way, the story of Manhattan's birth, her rise and present power, and her mighty future, great, beyond all prophecy.

¶ It is a great poem—one of the greatest of modern times.

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BY ELBERT HUBBARD

¶ This book is a life of Jesus of Nazareth, as the author sees the man, viewing him across the centuries.

¶ The Four Gospels were written not less than seventy-five years after the death of Jesus, and not by the men whose names appear on the title-pages. The unknown persons who wrote the Gospels got their information at second hand. And they only give a record of twenty-six days in the life of their subject. Hence, under these circumstances an authentic biography is an impossibility.

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#### *Man of Sorrows*

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is thorough, the presentation skilful and the purpose to secure a remedy, there is probably no social ill which can not be profitably treated.

—Louis D. Brandeis.

✱ **H**ANKIND worships success, but thinks too little of the means by which it is attained—what days and nights of watching and weariness; how year after year has dragged on, and seen the end yet far off ☞

—H. M. Field.



THE man who, by some sudden revolution of fortune, is lifted up all at once into a condition of life greatly above what he had formerly lived in, may be assured that the congratulations of his best friends are not all of them perfectly sincere. An upstart, though of the greatest merit, is generally disagreeable, and a sentiment of envy commonly prevents us from heartily sympathizing with his joy. If he has any judgment, he is sensible of this, and, instead of appearing to be elated with his good fortune, he endeavors, as much as he can, to smother his joy, and keep down that elevation of mind with which his new circumstances naturally inspire him. He affects the same plainness of dress, and the same modesty of behavior, which became him in his former station. He redoubles his attention to his old friends, and endeavors more than ever to be humble, assiduous and complaisant. And this is the behavior which in his situation we most approve of; because we expect, it seems, that he should have more sympathy with our envy and aversion to his happiness, than we have with his happiness. It is seldom

that with all this he succeeds. We suspect the sincerity of his humility, and he grows weary of this constraint.—*Adam Smith.*

THE mothers of great men and women deserve equally as much, if not more, honor than do the great men and women themselves.—*E. J. Bartholomew.*

Friendship is the highest degree of perfection in society.—*Montaigne.*



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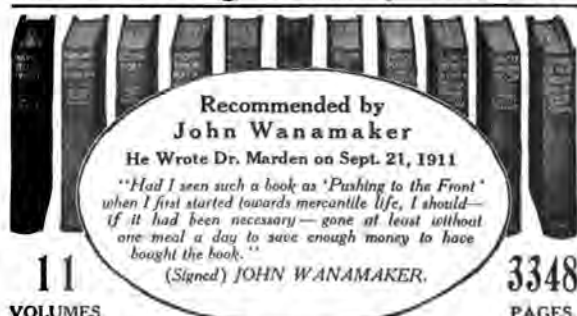
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man, a sense of ambition, and a satisfaction arising from the contemplation of his excelling his fellows in something deemed valuable among them. It is this passion that drives men to all the ways we see in use of signaling themselves, and that tends to make whatever excites in a man the idea of this distinction so very pleasant. It has been so strong as to make very miserable men take comfort that they were supreme in misery; where we can not distinguish ourselves by something excellent, we take complacency in some singular infirmity, folly or defect.—Burke.

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—Charles H. Steinway.

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without engaging the eye to a second glance, or raising the least emotion in the mind; but in the picture of human happiness that is presented to our imaginations and affections, and in the visible and unequivocal signs of comfort, and peaceful and cheerful enjoyment, and of that secure and successful industry that insures its continuance—and of the piety by which it is exalted—and of the simplicity by which it is contrasted with the guilt and the fever of a city life—in the images



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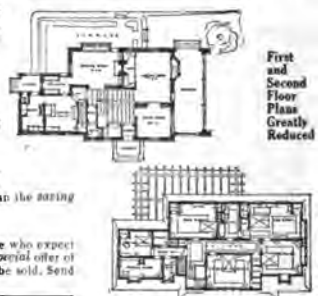
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with his own hand to terminate the scene of misery: but happily the contempt of death forsakes him at a time when it could only be prejudicial, and life acquires an imaginary value in proportion as its real value is no more.—*Oliver Goldsmith.*

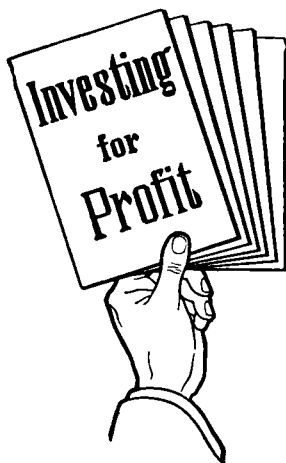
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## Be A Safe Man

The Hundred-Point man looks after just one individual, and that is the man under his own hat; he is the one who does not spend money until he earns it; who pays his way; who knows that nothing is ever given for nothing; who keeps his digits off other people's property.

When he does not know what to say, why, he says nothing, and when he does not know what to do, does not do it. We should mark on moral qualities, not merely mental attainment or proficiency, because in the race of life only moral qualities count. We should rate on judgment, application and intent. Men who by habit and nature are untrue to a trust are dangerous just in proportion as they are clever. I would like to see a university devoted to turning out safe men, instead of merely clever ones. And the safe man is the man who can do the right thing at the right time, who can remember instances, circumstances, evidences, agreements and conversations.

A man whose mind is filled with ideas plus facts can rule the market. Unrelated, unconnected and wandering ideas are of no value. If you can not bring them together, and classify them at the proper time, they are of little value.

You can be trained to remember accurately and to connect up your knowledge. To be memory-sound is a business asset which you must have in order to succeed today. The systematization of your mental processes is the most important thing you can do to forward your best interests.

The Dickson method of Memory-Training will do these things for you. They will enable you to develop your aggressive forces, your initiative and your courage. They will make you forceful and give you a surplus in the bank of personality.

Professor Dickson has studied this matter for twenty years and knows. You can have his free book, "How to Remember," absolutely free. Simply clip the coupon and mail it. You will also receive information as to how to secure a free copy of Professor Dickson's valuable book, "How to Speak in Public." The price of this book is Two Dollars, and Professor Dickson will present a copy absolutely free to every student who enrolls in his Course of Memory-Training within ten days after reading this offer. Send the coupon today.

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Send me free Booklet, "How to Remember," also full particulars how to obtain a free copy of Dickson's, "How to Speak in Public."

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to earn their bread. Doctoring is not even the art of keeping people in health (no doctor seems able to advise you what to eat, any better than his grandmother, or the nearest quack): it is the art of curing illnesses. ¶ The medical profession consists, for the most part, of very poor men struggling to keep up appearances beyond their means; and when the public becomes hostile to vaccination, they find themselves threatened with the extinction of a considerable part of their incomes: a part, too, that is easily and regularly earned, since it is independent of disease, and brings every person born into the nation, healthy or not,

As a matter of fact, the rank and file of doctors are no more scientific than their tailors; or, if you prefer to put it the reverse way, their tailors are no less scientific than they. Doctoring is an art, not a science; any layman who is interested in science sufficiently to take in one of the scientific journals and follow the literature of the scientific movement, knows more about it than those doctors (probably a large majority) who are not interested in it, and practise only

to the doctors. To boot, there is the occasional windfall of an epidemic, with its panic and rush for revaccination.

Under such circumstances, vaccination would be defended desperately were it twice as dirty, dangerous and unscientific in method, as it actually is.—George Bernard Shaw.

A man who does not know how to learn from his own mistakes, turns the best school-master out of his life.—H. W. Beecher.

I AM not a great admirer of Mr. Taft, but Gifford Pinchot and his friends may beat tin pans and ring cowbells around the White House door until Doomsday, and I will not believe that Mr. Taft forgot a long life of probity and virtue to steal something for a disreputable friend or corporation in Alaska. Mr. Taft has known for a year or more that he is being closely watched by a crowd of active enemies. To believe that he would, under such circumstances, do a questionable act, to say nothing of a dishonest one, is extremely unfair and foolish.

The judges of the Supreme Court of the United States, formerly re-

garded with so much respect, are now the subjects of a "shivaree," led by a United States Senator. And around the home or office of nearly every prominent, useful man in the United States you will find gathered a mob beating tin pans, ringing cowbells, and playing horse-fiddles. In my judgment, this is not reform: it is a "shivaree."—Ed Howe.

Keep pegging away; this is not an over-intelligent age.—John Fiske.

Big Ben



*Fir from the mountains and holly from the glen  
Toys for the children and for grown ups Big Ben*

**T**HERE'S a ring of welcome in Big Ben's morning call—there's lifelike service in his punctual greeting.

There's a glow of frankness in his big, clean cut face—there's sturdy comfort in his large winding keys.

There's a pledge of long health in his strong, well set build—and there's heartfelt wishing in the jolly tidings

"Merry Christmas—here is Big Ben—may he wish you many of them!"

So drop in at your jeweler's—sneak him in while they sleep—let him wake them on Christmas day. He's as good to look at as he's pleasing to hear and he calls every day at any time he says.

Big Ben comes attractively boxed, ready for reshipment.—A community of clockmakers stands back of him—Westclox, La Salle, Illinois. If you cannot find him at your jeweler's, a money order addressed to them will bring him to you express charges prepaid.

**\$2.50**

*Sold by Jewelers only. Three Dollars in Canada.*

**E** O, if the State needs the help of the woman's ballot, woman needs the solemnizing and consecrating of her life that comes only with the responsibilities of statesmanship. Responsibility is educative. The ballot has always proven a mighty uplifting element in the life of the man. So will it be, I believe, in the life of the woman. Lastly, both man and woman need an extension of the suffrage in order to bring them together again in the higher walks of life.—Jenkins L. Jones.

# Record Breaking Speed and Accuracy WORLD'S TYPEWRITING CHAMPIONSHIP WON ON THE UNDERWOOD TYPEWRITER



NCE each year for six consecutive years, at the Annual Business Show, Madison Square Garden, New York City, the World's Fastest Typewriter Operators have competed for the

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EVERY contest EVERY year in EVERY class has been won on THE UNDERWOOD TYPEWRITER

and the following are the World's Championship Records, for one hour's writing from unfamiliar matter, after five words were deducted for each and every error:

Year	Winner	Net Words Per Min.	Machine Used
November 1st, 1906	Rose L. Fritz	82	UNDERWOOD
October 17th, 1907	" "	87	UNDERWOOD
October 22d, 1908	" "	87	UNDERWOOD
September 30th, 1909	" "	96	UNDERWOOD
October 27th, 1910	H. O. Blaisdell	109	UNDERWOOD
October 26th, 1911	" "	112	UNDERWOOD

The winning operator may change but the winning machine is always THE UNDERWOOD

## "The Machine You Will Eventually Buy"


### OTHER RECORDS

*In addition to these records, UNDERWOOD operators hold the World's Amateur Championship, the World's School Championship—the English Championship, the Canadian Championship, as well as all other Official Championships. The Official Record of the Underwood for one hour's work is 25 words per minute better than the best record of any other competing machine.*

The Underwood Typewriter Plant Is Over  
50 Per Cent Larger Than Any Other.

More Underwood Typewriters Are Manufactured and  
Sold Than Any Other Writing Machine In the World.

has been made of decided benefit to man, each serum having as many medical opponents as it has adherents, the medical camp being hopelessly in dispute, not only as to the efficacy, but also as regards the grave dangers following such use. What extravagant and needless outlay of money is thus proposed in view of the fact that the human system is privileged to reinforce itself with all-protecting, disease-defying, vital power which comes as the reward of wholesome living, which vital power is the best anti-toxin, the surest barrier against all the diseases flesh is heir to—a barrier that enables us to walk unprotected in the midst of dis-

 **DISTINGUISHED** scientist maintains that one hundred million dollars annually should be appropriated to equip human machinery, consisting of exceptional men organized and kept in action to make headway against death, morbidity, cancer and tuberculosis. What a frightful outlay to continue (presumably) the experiments which have so uselessly engrossed medical attention during past years! Not one discovery (such is the opinion of medical men of repute)

ease—a barrier which surrounds and envelops us as with a panoply of defense.

Health is purity and personal, inward cleanliness—an exact balance between corrupt waste and repair. The medical profession, in its blind, misguided efforts to heal the sick, resorts to inoculations with concentrated pus corruption strong enough to subdue not the disease, but the symptoms prevailing. Drugs never have, never can, never will, cure disease. They may conceal it, drive it in, but

never drive it out of the system —

The practise of music makes the musician, and the practise of health habits, gradually increased, and regularly administered, will make the sick man healthy, and each day under skilful management will bring nearer and nearer health's longed-for blessing.

The fact is that medical progress brings but small credit to the Guardians of Health. Its method is one of pollution—drenching the human system with vilest concoctions taken from the open sores of artificially diseased animals. We are in a dangerous era, so dangerous to health and life that a wholesome reaction (based on purity of blood; clean, uncontaminated air, and wholesomeness of living) must inevitably follow — In the meantime, hundreds, nay thousands, will succumb to medical delusions, hypnotized by precept and example, offered up on the altar of superstition and accepted opinion.—K. G.

In every part and corner of our life, to lose oneself is to be gainer; to forget oneself is to be happy.—R. L. Stevenson.



**It's Worth All It Costs—and More—to Have Greenhouses Like These where You Can Pick Armfuls of Carnations all the Year**

NOT just enough for one vase, but dozens of big spicy blooms—a plenty for every room in the house and some besides for your friends—especially those who are invalids. In one plot carnations—in another roses—and then come plots each for sweet peas, stocks, Canterbury bells, snap dragons, and mayhap nasturtiums climbing up the columns. Not simply flowers, mind you, but your favorite flowers—flowers grown in your own glass enclosed garden. All of which you say sounds very alluring—but! In answer to which let us ask you a question: have you ever written us or talked with any of us about a greenhouse for your particular pocket-book? Then how do you know you can't afford one? Are you one of those who hang on tenaciously to the impression that greenhouses are a decided luxury and only to be possessed by the very wealthy?

For just such we have prepared a catalog—100 pages—that starts with the simplest, most inexpensive greenhouse and then gradually leads up to the largest range of houses. There is one among the lot that we feel sure will suit you. Let us know which one and we will promptly write you its cost and such other information as you may desire.

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POLITICALLY considered, human society has worked through the evolving phases of its organization, until it has attained the goal of civil liberty, or a government of the people, by the people, and for the people; but political freedom can not really come to its full significance or long maintain itself, until society has won economic freedom; and economically considered, society is still in the early stages of its integration.

—Gerhardt C. Mars.





# Chiclets

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tutional amendment providing for election of United States Senators by direct vote, and through the adoption by the States of the Oregon form of initiative and referendum, Oregon primary including Presidential Preference provision, corrupt practises act and recall. All candidates for office, whether National, State or Local, should be questioned as to their attitude toward these fundamentals, and each candidate notified by the voters of every community that unless he pledges himself prior to nomination or election, to utilize his official position in giving the people an opportunity of voting upon these fundamentals, he will

WITH me, principle is greater than party. General welfare instead of selfish interest must be the dynamic force in any successful and permanent form of government. Responsibility for legislation and selection of public servants must rest with the people. Accountability of all public servants must be transferred to the composite citizen—individual unknown. These results can best be accomplished through the adoption by the United States of a consti-

be defeated. The establishment in every community of a dead-line, by announcement of clear-cut issues on these fundamentals, is the key to successful accomplishment.

In every community, voters believing in government by the people should form popular government leagues, making their constitution and declaration of principles cover only the following fundamentals:

The election of United States Senators by direct vote of the people.



Direct primaries for the nomination of all elective officers. The direct election of delegates to national convention, with opportunity for the voter to express his choice for President and Vice-President.

Amendment to the State constitutions, providing for the initiative, referendum and recall.

A thorough-going corrupt practises act.

Members of these popular government leagues should declare their determination not to support or to vote for any candidate for public office who fails to pledge himself in writing to the electorate of the community whose support he seeks, to work and vote for legislation that will establish these fundamentals. Ours is supposed to be representative government. No sincere advocate of this form of government can honestly or intelligently criticize the plan of giving the people an opportunity to correctly inform their temporary representatives of their convictions as to what constitutes the greatest good for the greatest number.—*Jonathan Bourne.*

Necessity does everything well.—*Emerson.*



E. R. MORAS, M. D.

Harvard University Medical School, '88; College of Physicians and Surgeons (Chicago) '80. Formerly House Physician and Surgeon in Cook County Hospital (Chicago); Professor of Obstetrics, College of Physicians and Surgeons (Chicago) etc.

or sodium salicylate and a Turkish bath . . . and—er—er—and—well, doctor, are you going to eat some supper?"

"Why—I guess so."

"Are you hungry?"

"Not much; kind o' lost my taste, but I'll manage to eat something all right."

There you are, boys and girls, little and Big. Talk about force-feeding chicks and geese for market!

Just then the train reached his town, so I hastened to remark that if I were he I'd feed my body plenty of pure air and water and orange or lemon juice and get rid of that "beastly cold."

"You mean you would diet? You believe in dieting to cure a cold?" and off the train he went. Off indeed!

When Elbert Hubbard tells you that by writing *Autology* I have placed the standard of the creed of health farther to the front than any man who has lived for a thousand years—and when the Editor of the *Dental Summary* writes that in *Autology* there is more hard common-sense, more information concerning the care of the body in health and disease, more advice about diet for brain, nerve and body-building than in the entire libraries of the world besides; and is worth \$500 to any man who cares for his own physical welfare, or the health of wife and babies—they are not throwing bouquets at me but life-buoys to you. *Autology* is no theory, no fad, no creed and no experiment either. It is *Life's and Health's Text Book*. That you may judge for yourself write for "Guide to *Autology*"—which is itself quite a gem, so they say. It is FREE. Address

E. R. MORAS, M. D.

Department 857

Highland Park, Illinois

RECENTLY I met someone on the train between Chicago and Highland Park. I didn't get his name, but he turned out to be a doctor, too. He'd "caught a cold in the train last night."

"Was it so cold in the sleeper?" I asked.

"Lord, no, it was suffocating hot," he said. To which I started to remark, "Oh, I see, you caught a hotness."

Squinting at me over his specs, as if I had pricked his toy-balloon, he wanted to know what I meant—and I meant that he had filled up his bellows all night long with foul, toxic, over-and-over-again inhaled and exhaled human breath, and his blood-and-flesh was trying to snuffle and leak it out of him in the form of slime, mostly—and, "if you're sensible, doctor, you'll help yourself to get rid of that load of gaseous and slimy foulness."

"You mean to take a little quinine, and . . .?" he dubiously queried.

I wasn't looking for that, but caught the cue and sputtered out, "Quinine! and why not a little whisky with it—and some aconite or belladonna—and a cocaine spray—and a few stiff doses of aspirin

THE rights of all are equal. Justice, poised and balanced in eternal calm, will shake from the golden scales in which are weighed the acts of men, the very dust of prejudice and caste: no race, no color, no previous condition, can change the rights of men.—*Robert G. Ingersoll.*

No man who has once heartily and wholly laughed can be altogether and irreclaimably depraved.—*Carlyle.*

## Those Who Wish to Add Distinction to Their Homes

will find it of great value to make a study of the best recent examples of home decoration in America and abroad. The only magazine which adequately deals with the possibilities of decorative art, and which fully illustrates all phases of home decoration is

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¶ In order that you may immediately become acquainted with the value of *Arts & Decoration*, we will send you eight numbers, the regular price for which is \$1.60, if you will send us \$1.00 now. As we have only a limited number of the last two copies on hand, we must ask you to act promptly.

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in "Leaves of Grass," to escape the obligation and glory of parenthood. The obloquy which is supposed, in America, to attach to his work, attaches to it precisely because American society is hostile to all essential considerations of good breeding; and abhors above all things that wholesome but irrepressible sexuality which Whitman regarded as an essential quality of the people of the future.

Whitman never suggested that the mere bringing to birth of a better race is the whole responsibility laid upon men and women of exceptional personality. In the "Calamus" poems and elsewhere he reiterates the tremendous force of comradeship

**WHITMAN** believed in the domestic institution of marriage, but he was not primarily concerned with institutions. His intensely vital personal and social morality would have been shocked at the suggestion of neglecting his own part in strengthening and vitalizing his race, physically, mentally and spiritually, to the utmost of his power. His influence makes it more difficult for any who come into contact with his vigorous and robust personality as it expresses itself

and the value of every other vital form of inspiration. A sound body is a good foundation to work upon, but it must be fine, too, and responsive to every living rhythm; it must be capable of enthusiasm and heroism, it must be made of the very stuff of poems. Health is nothing to him unless it can be kindled into illumination. However prolific she may be in other births, America is but barren till she is the mother of bards that can arouse. So also in the relation of the

sexes, he is not concerned with the child alone; but "after the child is born of woman, man is born of woman—for manhood does not properly begin before the second birth of sex enfranchisement, that new consciousness into which womanhood alone can open the gate."

—Henry Binns.

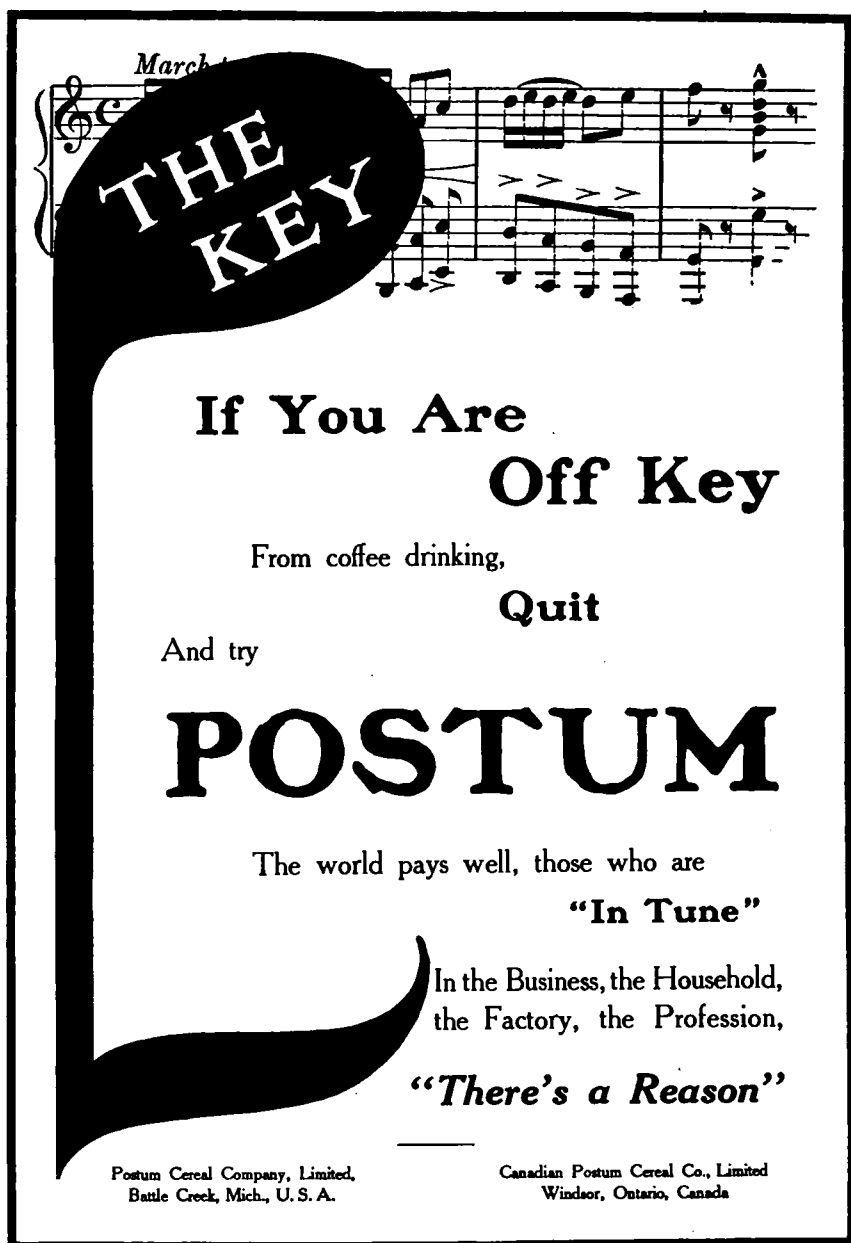
**W**E have fought for our religious liberty, but industrial liberty is still a thing of the future. There are six million working-girls in this country, and what are the conditions, the environment, under which they perform their daily labors? Thousands of these girls operate dangerous laundry machinery and receive only

five dollars a week. The greatest thing we have to contend with in our industrial life is the speeding up, as it were, of the machinery. The work which was formerly performed in the home by the women is now done in the factories. ¶ The great difficulty between yesterday and today is the introduction of machinery which makes of the factory-worker a mere machine-tender and under conditions in most cases detrimental to health. We are simply becoming a part of a machine.

If women were given the right to vote, these conditions would not exist very long. This is the next step.—*Mrs. Raymond Robins.*

**W**HEN you see the charm and the glory of the rhodora, azalea and honeysuckle, the little bluebell, the fairy pitcher-plant, the showy orchid, the various violets and hundreds of other flowers, you find indeed a veritable Holy of Holies!

—*Alice Hubbard.*



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Five and one-half inches in diameter; three and one-fourth inches high. Price, \$7.50.

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## The Orchards And The Markets



AS a race we have never had enough fruit. Apples tend to modify the desire for unwholesome food and increase the flow of bile, and their plentiful use will add to our happiness and length of days, by eliminating the dregs of much pessimistic philosophy. We need more apples.

¶ Soil, sunshine, water and brains combined will produce more apples. Out at Grand Junction, Colorado, Jim Hamilton paid \$16,000.00 for thirteen acres of ten-year-old orchard and sold his first crop for \$10,000.00. Hamilton has an apricot-tree producing \$40.00 worth of apricots a year, has an automobile, buys milk of the milkman, his vegetables of a gardener, studies Ibsen, and quotes Bernard Shaw. ❖ ❖

¶ What Jim Hamilton has done in Colorado, C. Louis Allen, President of The American Apple Company, has done on a much more magnificent scale in Montana. Now, it is not so much the soil or the climate of these Western States that has produced such magnificent yields. Colorado and Montana are not exactly the same. It is because both men in both instances exercised brains. In the East, right in the Shenandoah valley of Virginia, James S. Craig last year received \$35,000.00 from less than ninety acres of orchard.

¶ Mr. Allen and Mr. Craig are combining their efforts to apply in the East the same productive methods which have been carried out in the West, thereby producing apples which have the size, shape, color, form, flavor and marketability to commend them. But the important point is this: that the apples will be raised three thousand miles nearer the market.

¶ A distinctly fancy fruit will always bring a high price, and if the cost of selling can be reduced, you have so much more in your treasury. The farther food is from the market, the less profit it can produce. Both fruit-growers and good businessmen everywhere will realize the splendid opportunity now offered FRA readers to participate in the profits of this plan.

¶ Save \$5.00 or more a month, placing it in orchard property which will be under the personal direction of men who have made their fortunes in this business. Bringing The Apple Country East is surely the most promising enterprise now inviting your attention.

¶ Mr. C. H. Bradner, Sales Manager, will gladly reply to any questions you may want to ask him about The American Apple Co.

¶ Splendid openings are now offered for a few high-class salesmen.

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A book of 50 one story Bungalows of four to six rooms costing \$500 to \$2,000. The only published collection of very low cost Bungalows.

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**M**OTH PREVENTIVES have generally such noxious odors that many people are loth to use them. But there is a sweet-smelling wood whose value as a moth preventive was well known to our great-grandmothers (Singapore Sandalwood sold by **Vantine's, New York**). Those of us who still possess attics where are stowed away in ancient chests the now historic family costumes associate this faint, pleasurable perfume with the dainty belongings of our ancestors. There are always woollen garments of one description or another that it is impossible to send away to cold storage, or to pack away in mothproof chests. They must perforce be left in the closets for occasional Summer use, yet they must be well protected against the devastations of moths. For such garments the sweet-scented wood is a veritable boon. Little silk bags can be filled with the shavings and attached to each garment, or the bags can be scattered over the shelves and between the garments.

**N**EW YORK women congratulate California that no longer shall there be written on hotel registers or tombstones the oblivion of nonentity, "——— and Wife." ¶ The time has been in California—as it now is in all of the other States of the Union except Washington, Idaho, Wyoming, Utah and Colorado—that a woman had no identity except as the daughter of some one, a sister of some one, the wife of some one, or the widow of somebody.

It was not until the advent of the Woman's Club that Mrs. Jones knew that she was Mary Jones. She was known as Mrs. John Jones. Her individuality—if she had one—was tucked in, wholly smothered in the identity of her superior, who was, of course, her husband. In the six States mentioned, Mary Jones is herself. She has identity. She is an individual. She is a citizen. She may have opinions and express them so that they are as influential as is her personality. ¶ She has no one to blame but herself, if she is nobody or is an acolyte. ¶ She has the responsibility of being an individual, and is responsible for her own development.

It was in Idaho that men were men first in the United States, for there they said, "We will not absorb any human life for the sake of living a little more comfortably ourselves." ¶ These men were so manly that they did not wish any favors which their equals could not share, and they said that their equals were the women who had done just as much as they had in the pioneer work of Idaho. They said that they would not enter the United States as a State unless their women could

enter on the same terms exactly as the men.

¶ I have heard that Abigail Adams urged upon John the necessity of recognizing that women are human beings, but that he did not heed; and be it said to his eternal ignorance that he was not great enough to see that women are human beings as are men. Burke said to George the Third: "Sire, you had better cease this war. You can never whip those men in America, for they are Englishmen as you are." Just so our American men should remember that they can never win out in holding women from their rights as citizens, because women are of the same blood as are the men, they have the

same parents, they are as ambitious, and their mental needs are similar. ¶ Olive Schreiner says, with authority, that the cause of the downfall of great nations that have risen to a sublime height and then disintegrated, is that the men and the women were not equals; that the men sought their recreations and their joys among men, and the women had, necessarily, to seek their recreation and their joys among women. When male and female are pitted against each other in antagonism or in hate,



## The Secret of a Man's Perfect Gift

A woman's heart is gladdened not by a gift alone but by the choice of *this* gift, in which she can discern the sentiment of giving so delicately expressed. There's nothing like the flowers for expressing love and joy. But flowers quickly wither—not so with this perfume, which takes their sweetest fragrance, deepens it and makes it last. Unlike other perfumes (which some would not use) this is loved by every woman.

¶ So it carries deep within it the dearest sentiments—it makes beauty's charm a fascination, and aids man's willing memory to the thoughts of her he loves.

¶ The very name is a compliment to the girl; symbolical—it is

## Rieger's Flower Drops

(Why not give "her" a bottle for Christmas?) The purest and truest essence of thousands of flower petals—made only of nature itself. Fifty times more concentrated than the customary perfume—contains no alcohol, no adulterant. Rieger's "Flower Drops" is used in highest society, perhaps oftenest by women who never before used any perfume.

Rieger's "Flower Drops" comes in a cut-glass bottle. Sold at dealers in perfume, but if you have any difficulty in obtaining it, we'll send it prepaid on receipt of price, \$1.50.

Among our Special Christmas Offerings is Rieger's "Flower Drops" in silk-lined packages; some hand-painted; some Persian silk. \$2.00.

¶ "Petite du Jardin" in beautiful cut-glass bottles, in silk-lined leather box, \$5.00.

¶ Mention kind you want on attached coupon—but if still in doubt, mention dealer's name and send for Miniature Bottle 20c.

PAUL RIEGER, 309 First St., San Francisco  
PAUL RIEGER, 245 So. Jefferson St., Chicago  
Paris New York San Francisco

Send for Miniature Bottle 20c.  
PAUL RIEGER, 309 First St., San Francisco  
PAUL RIEGER, 245 So. Jefferson St., Chicago  
Paris New York San Francisco  
Cut out and fill in here:  
NAME.....  
ADDRESS.....  
CITY.....  
STATE.....  
COUNTRY.....  
DEALER'S NAME.....  
(Please fill in carefully. Send check, money order, currency or stamp. Money back if not pleased.)



## SPEECH!



## You Can Be a Convincing Speaker

Peculiar qualifications, or "being born to it," are wholly unnecessary to win success as a public speaker. "Poets may be born, but Kleiser manufactures public speakers," says one successful business man. Above all, his training inspires confidence and self-possession in the pupil.

GIVE GRENVILLE KLEISER  
(Formerly of Yale Faculty)

## 15 MINUTES A DAY

at home, and he will make you a Fluent Speaker on all occasions. His Mail Course will quickly teach you how to

- Make After-Dinner Speeches
- Propose and Respond to Toasts
- Make Political Speeches
- Converse Entertainingly
- Sell More Goods
- Improve Your Memory
- Build Up a Strong Personality

More than 10,000 men representing every business and profession have achieved more and earned more through Mr. Kleiser's Mail Course in Public Speaking. What he has done for others he can do for you.

## It Costs Nothing

to learn full particulars of this unequalled Course. Just detach, sign and mail this coupon—*now*—before you forget it. This involves no obligation to enroll and no agent will call upon you.

FUNK & WAGNALLS COMPANY,  
Dept. 137, New York City.

Please send full information regarding Greenville Kleiser's Mail Course in Public Speaking and the Development of Mental Power and Personality.

NAME.....  
LOCAL ADDRESS.....  
Street and No., apt., R. F. D.

POST-OFFICE.....  
DATE.....STATE.....

death to the race will follow. ¶ The civilized world today would do well to recognize the fact that the race is one, and that women and men are human beings first, and men and women quite incidentally; that there can be no unity or union without the united efforts and the absolute co-operation and oneness of man and woman.—Alice Hubbard.

Go not abroad; retire into thyself, for truth dwells in the inner man.—Saint Augustine.

## For Christmas Gifts



### Eau de Cologne in Unique Bottles

¶ If you have ever caught the fragrance and sweetness of a Summer breeze in passing a woman, and have looked for a rare flower, so delightful was the fragrance, and Milady wore no flowers, you can be sure that she uses "4711 Eau de Cologne."

¶ It is the most exquisite of odors, though not a perfume in the strict sense. For Christmas Gifts no one has yet evolved anything more charming than this real German Cologne Water.

¶ The makers do not claim for it that it is an intense perfume, because it could not serve its purpose if it were. But it is a lovely and valued toilet-water that is indispensable in the sick-room and the bath.

¶ Since it was first made in Seventeen Hundred Ninety-two, it has held the favor of users of the best toilet preparations everywhere. It is pure, beneficent and delicate. Anybody who appreciates superior quality will be delighted with "4711 Eau de Cologne" as a Christmas Gift.

¶ It is attractively put up in unique bottles especially suitable for gift purposes. The blue-and-gold label, which is the mark of the genuine "4711" product, has a distinguished appearance. "4711 Eau de Cologne" is sold everywhere. Four-ounce bottles, Fifty-five Cents; other sizes, plain and wicker, Eighty-five Cents to Three Dollars. If you have never used this delightful Toilet Preparation, and this Advertisement is not quite convincing to you, send Thirty Cents in stamps for a two-ounce sample bottle. With this sample you will receive an interesting booklet regarding the "4711" products.

¶ Ask for "Forty-Seven-Eleven" at your dealer's.

Ferd. Mülhens, 4711 Glockengasse, Cologne O/R, Germany  
U. S. Branch: Mülhens and Kropff, 298 Broadway, New York City

the horticulturist are harmless and pure; a streak, a tint, a shade, becomes his triumph, which, though often obtained by chance, are secured alone by morning care, by evening caution, and the vigilance of days; an employ which, in its various grades, excludes neither the opulent nor the indigent, and, teeming with boundless variety, affords an unceasing excitement to emulation, without contention or ill-will.

—E. Jesse.

THE successful businessman makes an analysis on paper of every important problem, before venturing upon action. Tabulating, following each probable result out to its furthestmost

THE cultivation of flowers is of all the amusements of mankind the one to be selected and approved as the most innocent in itself, and most perfectly devoid of injury or annoyance to others; the employment is not only conducive to health and peace of mind, but probably more good-will has arisen, and friendship been founded, by the intercourse and communication connected with this pursuit, than from any other whatsoever. The pleasures, the ecstasies, of

limits, he reaches a point beyond which he can not go. He has now before him a bird's-eye view of the situation. If failure comes subsequently, it will be because of conditions impossible to foresee. And this tabulated analysis must be applied to the smallest as well as to the largest affairs of business life, if one would act upon premises clearly thought out.—John Brisben Walker.

New thoughts are hygienic. Love is a tonic.



**E**QUALITY is the life of conversation; and he is as much out who assumes to himself any part above another, as he who considers himself below the rest of society. Familiarity in inferiors is sauciness: in superiors condescension; neither of which are to have being among companions, the very word implying that they are to be equal. When, therefore, we have extracted the company from all considerations of their equality or fortune, it will immediately appear that, to make it happy and polite, there must nothing be started which shall discover that our thoughts run upon any such distinctions.

Hence it will arise that benevolence must become the rule of society, and he that is most obliging must be most diverting.

—Richard Steele.

**H**APPINESS in this world, when it comes, comes incidentally. Make it the object of pursuit, and it leads us a wild-goose chase, and is never attained. Follow some other object, and very possibly we may find that we have caught happiness without

### For the Boy and His Father For Sister and Mother too

Ingersoll watches are so reliable and fit into so many special occasions for men and women, and delight the young people so much, that they are universal Christmas presents.

Men's and Boy's Models, \$1.00; thin model, \$1.50  
small size 2.00  
Women's and Girl's Model, a tiny time-keeper in nickel and gun metal finishes \$2.00  
Sold by 60,000 dealers throughout the country.



\$1



\$1.50

\$2

## Ingersoll and Ingersoll-Trenton

Can you think of a present so exquisite, so perpetually useful as a fine, jeweled watch?

There is no moderate-priced watch that compares in beauty or precision with the Ingersoll-Trenton.

Go to your jeweler's, and see the *Jeweled Ingersoll-Trenton* in a splendid selection of plain and fancy engraved, gold-filled Ingersoll-Trenton cases; and remember, the cases are as much a part of the "I-T" values as the movements.

### Jeweled Watches The best gift of all

"I-T" movements and cases are positively guaranteed, and each watch bears our plainly marked price tag. You know you are getting the right value. Other watches are sold in all kinds of cases at all kinds of prices. Your Christmas money buys a finer watch in the Ingersoll-Trenton than in any other.

The 7-Jewel "I-T" movement, in a solid nickel case . . . \$5.00

The 7-Jewel "I-T" movement, in a 20-year gold-filled "I-T" case . . . \$9.00

The 15-Jewel "I-T" movement, in a 25-year gold-filled "I-T" case . . . \$15.00

The 19-Jewel "I-T" movement, fully adjusted to 5-position, temperature and isochronism is equal to any American watch at any price; in 20-year gold-filled case . . . \$25.00

Best prepaid by us on receipt of price. Booklet on request.

Robt. H. Ingersoll & Bro., 99 Ashland Building, New York



\$5

\$15



\$9

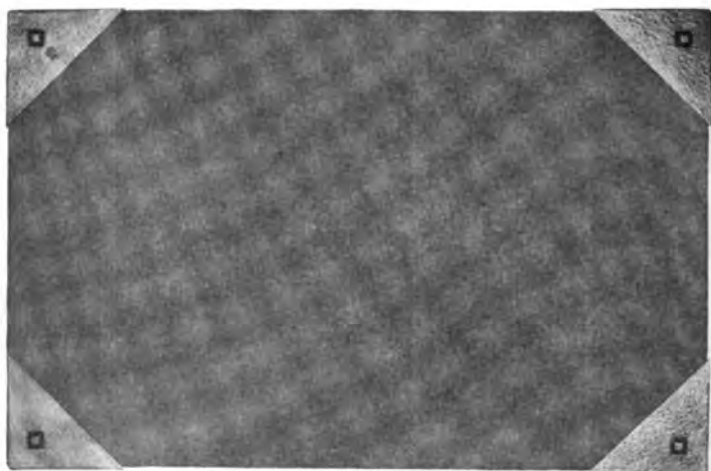
\$25

dreaming of it; but likely enough it is gone the moment we say to ourselves, "Here it is!" like the chest of gold that treasure-seekers find.—Hawthorne.

**A**SUCCESSFUL man must know his business. He must apply this knowledge—he must work, and he must work to the best advantage. And to work to the best advantage he must work with system.

—Converse.

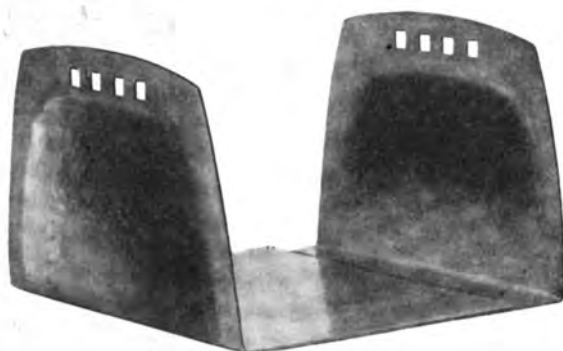
## Hand-Hammered Copper Desk Fittings



Desk-Pad, Sixteen by Twenty-four inches. Price, \$5.00.



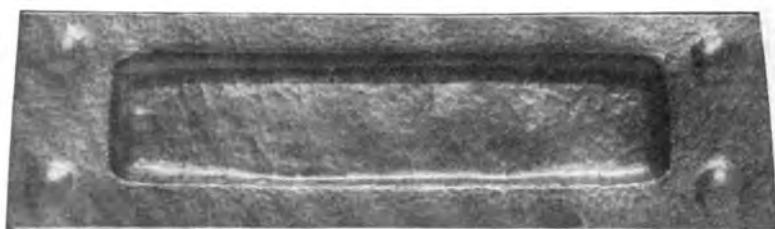
Bronze Paper-Knife. Price, \$1.00.



Book-Ends. Price, \$2.50.



Ink-Box. Price, \$3.50.



Pen-Tray,  
4 x 11½ in.  
Price, \$1.50.

The Roycrofters, East Aurora, Erie County, New York





## Adding Harmony to Evening Dress

¶ N. P. Willis thus describes Benjamin Disraeli. "He was sitting in a window looking on Hyde Park, the last rays of sunlight reflected from the gorgeous gold flowers of a splendidly embroidered waistcoat, patent-leather pumps, a white stick with cord and tassel—" and so on until you have the picture of a man whose personal appearance did not suffer because he solved world problems.

¶ Good clothes are a mental prop, and the consciousness of being well dressed lends peace, poise and power. So the



Donchester Evening Shirt created by Cluett, Peabody and Company, Shirtmakers to American Men, is adding much to the well-being of the man who considers being well-clothed a tangible asset.

¶ The evening suit has proven itself the most practical and good-looking apparel for men on occasions which demand that every man appears at his best. It has been so for decades, and will remain so.

¶ The Donchester eliminates the one disadvantage and inharmonious trait of evening dress. The ordinary shirt will bulge out when the wearer sits down. In the Donchester, the lower part of the bosom not being attached to the body of the shirt rides down over the trouser-band. The Donchester bosom is always stiff and immaculate, never suffering creases nor breaks—and its action is under cover of your low waistcoat.

¶ The graceful, efficient Cluett Donchester Dress Shirt sells at from Two to Three Dollars everywhere. Send for the Donchester Booklet—it is attractive and interesting.

CLUETT, PEABODY and COMPANY, *Makers*, Troy, New York

## GINSENG GUM for the KIDDIES' CHRISTMAS

AN ADVERTISEMENT BY T. V. ORR

¶ At Christmas time the youngsters generally have quantities of candy and nuts and candy and turkey and candy and fruit and candy.

¶ "What 's the matter, Sister?" The woe-begone figure snuggles closer and murmurs sorrowfully "My tummy." S'nough. We remember our own youthful indiscretions on or about December 25th.

¶ A box or so of Skeels Ginseng Gum will be eagerly welcomed by the children as a substitute for part of the candy. It is delightfully flavored, pure, wholesome and an excellent digestant and tonic. (You can actually see the white particles of Ginseng in each piece.) The children, and others, will be delighted with it. Right now is the time to order. Send stamps, silver or currency.

6 packages 25c. 12 packages 50c.  
25 packages \$1.00

¶ Put up in Christmas Cartons. All charges prepaid. Dealers, write for special proposition.

**SKEELS GINSENG GUM CO.**

25 Ginseng Gum Building, Akron, Ohio

## A YEAR TO PREPARE A HAM!

¶ A WHOLE YEAR TO PREPARE A HAM sounds like an astounding proposition to most of us, yet the Forest Home Farm folks will not sell you one of their genuine Virginia Hams less than a year old. They have conscience, discrimination and a great pride in their product.

¶ These hams will keep until used. You can safely purchase a hundred pounds in a single shipment, and then, on an order of one hundred pounds, you have the added advantage of having the freight prepaid to destination by the Farm.

¶ Virginia Ham cured by the Forest Home Farm is the most delectable dish you can have on a Winter's day. The hogs from which this Ham is taken are allowed to roam the Virginia woods and to feed on acorns and the other natural foods. Just before using, they are fed on sweet corn. The Hams are prepared in the good old Virginia way, a process which has never been improved upon.

¶ Cooking recipes are sent with each shipment. Forest Home Farm Superior Country Cured Hams are given highest praise by chefs who know what is good. The price is thirty cents per pound F. O. B. Purcellville, Virginia, unless, of course, you buy one hundred pounds. The hams average ten to sixteen pounds each. Send in your orders now.

**FOREST HOME FARM**  
PURCELLVILLE  
VIRGINIA

# The Roycroft Fraternity

Questions from this number of *The Fra*. Use these for topics of discussion at the meetings of your Junta. Members who are working for Certificates or Diplomas should answer the questions on separate sheets and send papers to us for examination and marking—no charge

## Lesson Number One

1. Who is La Follette, and what are his ambitions?
2. Through what States does the Great Northern Railway run?
3. Who was Plutarch, and for what is he famous?
4. Who was (a) Alexander? (b) Diogenes? (c) Demosthenes? (d) Zeno?
5. What is "The Fourth Estate"?
6. Under what circumstances was this term originated?
7. What is the "demos"?
8. What claim has Thomas Jefferson to the title, "Father of Democracy"?
9. (a) What is philosophy? (b) Distinguish between Philosophy and Religion.
10. (a) Who was Admiral Schley? (b) In what great events was he a participant?
11. Contrast the ideals of Ralph Waldo Emerson and Thomas Carlyle.
12. Which are you—a bromide or a sulphide?

## Lesson Number Three

1. Distinguish between (a) Law and Justice; (b) Theology and Ethics.
2. What is Evolution?
3. Is it very much different from Devolution?
4. What is Natural Law?
5. What is Spiritual Law?
6. What is meant by Natural Law in the Spiritual World?
7. Define (a) Alchemy; (b) Cabal.
8. What is Vega?
9. What is Energy?
10. What is the Sense of Sublimity?
11. Just where is the Panama Canal?
12. What good will the Canal do when complete?

## Lesson Number Two

1. What is the *casus belli* between Italy and Turkey?
2. Where is the region known as Tripolitania?
3. Has Tripolitania ever played any important part in history?
4. Name the wars of conquest of the past hundred years.
5. Where is Threadneedle Street, and just what business is transacted there?
6. What is the chief function of a warship?
7. How much of the world did Alexander annex?
8. What is a Pirate?
9. How many kinds of Pirates, think you, are there?
10. What, in your estimation, is the future of the African Continent?
11. Who is Frank Gotch, and for what is the Colonel noted?
12. What do you think of "Billy" Muldoon and his methods?

## Lesson Number Four

1. What is (a) a Comptroller? (b) a Railroad Commissioner?
2. What did Pericles do for Athens?
3. Why were the Dark Ages dark?
4. What is the cause of the present Civil War in China?
5. Who is Wu Ting Fang?
6. What is a Manchu?
7. (a) Is China intolerant of foreign religions? (b) Why?
8. Define Taoism.
9. What is the distinction between Taoism, Confucianism, Buddhism, Mohammedanism and Christianity?
10. What is the Yellow Peril?
11. What is the White Man's Burden?
12. What in your opinion is the future of China?

## Toothsomeness and Health—The Twin Sisters

AN ADVERTISEMENT BY FRA ELBERTUS

¶ All good dentists are engaged in a campaign of education. They are advancing the cause of oral righteousness with a vigor and effectiveness that is admirable.

¶ An efficient aid to their work is



This is the dentifrice of known worth. It is the Tooth Paste of modern science. It is safe to say that most all good dentists will tell you what a man eminent in his profession told me a few months ago. Said this man in spotless white, "There is absolutely no question that Pebecco stimulates the salivary flow, neutralizes acidity and destroys harmful bacteria."

¶ As an efficient cleanser and polisher of the teeth, it has no rival. Pebecco has a tonic action on the gums and glands. It induces good circulation, and good circulation means strength. All diseases of the mouth come from the absence of cleanliness and care, so that you see it is a most important event in your life when you brush your teeth, no matter how often you do it.

¶ Be sure then that the dentifrice is right as well as the brush. Discolored teeth and an unpleasant mouth are poor advertisements. Every man is advertising himself every minute. Be careful of the mediums you use. Pebecco, that pleasing, cooling, stimulating and safe Tooth Paste, will help you give the best possible impression of yourself as far as oral virtue is concerned.

¶ Toothsomeness and Health are Twin Sisters. They come together, and it is a sure thing that they go together.

¶ The dentifrice that is not doing preventive work is not worth using. Pebecco is absolutely the only Tooth Paste which will preserve the teeth from attacks of "Acid Mouth," the greatest cause of tooth decay known in dental dicta.

¶ Fill out the coupon and send for a sample Tube.

**Lehn & Fink**  
133 William Street, New York

**Lehn  
& Fink,**  
133 William St.  
New York

Gentlemen:

Please send me Trial  
Tube of Pebecco Tooth  
Paste and Acid Test Papers.  
(Write your name and address fully  
and plainly.)

Name.....

Street.....

City..... State.....

## Modeled-Leather Table-Mats

### Moth Design

Gold has been used as the medium for color harmony ever since the blending of shades and tones was recognized as a fine art.

Here we have the reason for the gold threads used in tapestries; for the cloth-of-gold background in rare embroideries, and gold as the setting for gems.

Roycroft Modeled-Leather Mats possess a unique, distinctive harmony of color-tone because the art shades used are softened and blended with gold.

Two or three mats of different sizes can be used to advantage on your library-table.

Our mats are modeled in several designs.



This Mat is twenty-two inches in diameter. Price, \$10.00.  
This Mat in Moth Design was specially made for your Christmas giving.

### Lotus Design



This Mat is eighteen inches in diameter. Price, \$5.00.

### Table-Mats

Various Designs

Diameter, twenty inches	-	\$7.50.
Diameter, eighteen inches	-	5.00.

### Lamp-Mats

Diameter, fifteen inches	-	\$3.50.
Diameter, twelve inches	-	2.25.

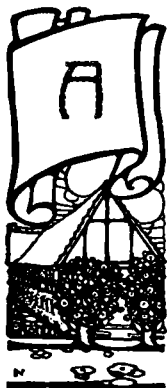
### Vase-Mats

Diameter, ten inches	- -	\$1.75.
Diameter, nine inches	- -	1.50.
Diameter, eight inches	- -	1.25.
Diameter, seven inches	- -	1.00.

The Roycrofters, East Aurora, Erie County, New York

## "The Bible Unveiled"

By Alice Hubbard



ALL idols are veiled. The veil is the idol. I shall try to do to the great idol of Christendom what the sun does to the earth—coax it into the light."

¶ So says M. M. Mangasarian in his Book, "The Bible Unveiled," which, by the way, is a reply to the challenge of William Jennings Bryan to produce a better book than the Bible. Every one should read "The Bible Unveiled," which is one of the most serious contributions to the religious literature of today. It lifts the veil from the contents and teachings of the Jewish-Christian Bible—"the paper idol of the world for twenty centuries."

¶ Mr. Mangasarian has written many books, but I believe his readers will agree that this is the mintage of his thought.

¶ Mr. Mangasarian does not draw conclusions. He lets you do that for yourself, if you wish. He makes statements of facts and cites his authority, so that any reader may go to the sources of his information and verify for himself what is written in this book.

¶ The Bible that is distributed in almost every home in America is an Asiatic product made for Oriental people who lived many centuries ago. It deals with the world in which they lived and the world which we have outlived.

¶ Mr. Mangasarian calls attention to this fact, that although you will find the Bible in every family, and in many households the people take great care to have its good name upheld, yet it is the least read book in the house. Save for a few chapters or a few passages, Bible literature is unfamiliar to the American people.

¶ Mr. Mangasarian is a scholar. When he quotes from the Ancient Pagan people, he cites authority. ¶ The Bible which is accepted as Holy Writ is claimed to be a book of God.

¶ Mr. Mangasarian says there can be and should be a better Bible made by man for man. This should be a book that people can understand, a book which has morals that are accepted today. Our morals are superior to the morals which were prevalent one thousand years ago, two thousand years ago, three thousand years ago.

¶ The old Testament of the Bible was written for the "Chosen People of God." They are

only a small portion of the inhabitants of the earth.

¶ "Strait is the gate and narrow is the way that leadeth unto life; and few there be that find it." This sentiment is not consistent with the sentiment of the American people, which is that all people are born with an equal right to life, liberty and the pursuit of happiness. The American spirit does not want anything that can not be had by any human being on the same terms. There are no "Chosen People," favorites of Jehovah, in a Democracy.

¶ Epictetus had a wider generosity than this—more sane, more just: "The Universe is but a great city," he said. "Never in reply to the question to what country you belong, say you are an Athenian, or a Corinthian, but say you are a Cosmopolitan, a citizen of the world." ¶ And Juvenal writes this as his sentiment, "What good man will look on any suffering as foreign to himself?"

¶ These ideas harmonize with those of the American people today, a people who love liberty. ¶ The Bible teaches that to revenge wrongs is right.

¶ Aristotle said: "He who commits injustice is ever made more wretched than he who suffers it. It is never right to return an injury."

¶ Mr. Mangasarian shows by quotations from the Bible that its teachings point to the fact that you are to do right for two reasons: one is for reward, and the other is to escape punishment. He also shows that many Pagans thought that you should do right for the sake of doing right, and that to know truth is all the reward that the great soul wants.

¶ Aristotle said: "Cleanse and purify thy heart, for it is the seat of all sin. Not by worthless ceremonies, prayers and moanings, but by the stern resolve to sin no more—to uphold right and do right. Sacrifice thyself at the shrine of duty, forgiving injuries, and acting only toward others as you would have them behave toward thyself."

¶ Mr. Mangasarian thinks it is the duty of every educated person to know the Bible. Why? Because the book claims authority over body and soul of every man, woman and child, and because, nominally at least, both Europe and America are forever on their knees before it. What is left of the Bible after it has been reft of its VEIL? This is the important question to which M. M. Mangasarian has given such a conclusive and satisfactory answer in "The Bible Unveiled."

The price of this book, "The Bible Unveiled," in cloth binding is One Dollar and Twenty-five cents. It can be secured from the Independent Religious Society, Fine Arts Building, Chicago, Illinois.



## MADE BY PARTICULAR FOLKS FOR OTHER PARTICULAR FOLKS

¶ The Pennsylvania Dutch invented Scrapple, but our good friend, Fra George O. Mercer, the genial proprietor of Big Oak Dairy Farm, and His Helpers evolved it to perfection.

¶ The Big Oak Farm folks make the Scrapple of the best parts of fine, clean, little porkers. Big Oak Dairy Farm is plain, simple, unpretentious, but it is absolutely clean, sanitary and scientific in its way of preparing this delicious breakfast delicacy.

¶ There are a few simple virtues in preparing food that can not be safely shelved or waived. Cleanliness is one of them. Big Oak Dairy Farm is a model. The pigs which go into this scrapple are raised by the people who make the product.

¶ The Dutch form a great ballast of solid commonsense wherever they go. They did a great thing when they gave to the world this breakfast-dish—Scrapple. But at Big Oak Dairy Farm, you will see that, building on the Dutch idea, they have improved and evolved.

¶ Add Scrapple to your Winter's list of eatables and you will have happiness and health. Your communications will receive special attention if you mention the fact that you are a *Fra* reader.

¶ Six-pound boxes are One Dollar. If your grocer can not supply you, the Manager of Big Oak Dairy Farm would like to have his name and address. For One Dollar and Twenty-five Cents, the Farm will express a box of Big Oak Scrapple to you prepaid.

Big Oak Dairy Farm, Downingtown, Penn.

## Plays, Profits and Possibilities

“We authors,” as Disraeli, the diplomat, said to Queen Victoria—“We authors are usually very bad businessmen. Sometimes we ask too much, usually too little.” Oliver Goldsmith was typical. But when he dressed up the bailiffs who had come to carry away the furniture he had forgotten to pay for, and utilized them as flunkies at his banquet, he showed a trace of commercial genius.

Stephen Crane’s “Open Boat” is the best short story of the century, but Stevie was skating on his uppers until a man with a business brain took him in charge and cashed in his phosphorus.

¶ To produce the thing is one thing; but to know what to do with it is another. There is a constant and growing market for the output of ready writers, for instance, the work of playwrights. Certain producers want stuff with a peculiar flavor.

All managers prefer to deal with a representative, that is, a man who represents authors and composers. They can talk to him frankly. But no theatrical manager would dare to tell an author the truth about his manuscript, any more than you dare tell a mother the truth about her baby. It is n’t for the manager to educate the playwright into what to write. That is for the specialist, and here is where our good friend, C. Becher Furness, gets his entrance music.

The chief thing is to get the manuscript into the hands of the man who wants it. This Mr. Furness will do. Mr. Furness will not approach a manager with a play unless he believes very strongly in its acting possibilities. So, if he receives a manuscript which shows talent and aptitude for the stage, he gives the author coaching to the point where he will produce something which will be flashed in the lights across Broadway.

Mr. Furness is well and favorably known among the great producing managers of the world. Mr. Furness will not play on the ego—the hope, love, pride or vanity of an author. He will tell him the truth and at the same time he will not blight the prospects if your work is not perfect. Mr. Furness’ eminent position in the theatrical world and his unique ability make him one of the most desirable dramatic authors’ representatives in America. ¶ If you have a play or an idea, get in touch with Mr. Furness. Your correspondence will receive his personal attention. Address him,

C. BECHER FURNESS, 250 WEST 94TH STREET, NEW YORK

**COMMUNITY SILVER**  
Guaranteed for 50 Years

**BUTTER KNIFE**  
EACH, 95c

**COLD MEAT FORK**  
EACH, \$1.00

**SUGAR SHELL**  
EACH, 85c

**ORANGE SPOON**  
SET OF SIX, \$3.00

**GRAVY LADLE**  
EACH, \$1.50

**DEKAY SPOON**  
EACH, \$1.25

**DINNER FORK**  
SET OF SIX, \$6.00

**TEA SPOON**  
SET OF SIX, \$2.00

**TABLE SPOON**  
SET OF SIX, \$4.00

**YOUR CHRISTMAS PROBLEM SOLVED**

Your dealer can furnish you all the Community Silver pieces shown on this page at prices quoted.

While but one pattern is shown—THE SHERATON—and only the most popular gift pieces in this design—other designs, and any other pieces you may desire, can be seen—

*At your Dealer's  
One Quality only—the Best*

**T**HE Oneida Community, Limited, are Silver-Makers by unanimous appointment to the American people. ¶ Community Silver is built by that commonsense process of overlaying the solid silver around a center of stronger, stiffer metal. It is not to be confused with the ordinary plated Silver, because Community Silver is specially thickened at wearing points, toughened to resist wear.

¶ The makers promise you that, in a long lifetime, you will never see or touch anything but the purest of silver. ¶ The special appeal to *Fra* readers of Community Silver turns on the fact that the readers of the Exponent of The American Philosophy are good financiers, and they see that Community Silver gives more value for the money invested than any other make. ¶ For Christmas gifts in large quantities or small, Community Silver is pre-eminent. The prices of the pieces shown here will appeal to you—for example, six teaspoons guaranteed for fifty years, two dollars. All Community Silver is guaranteed for half a century. See the many attractive designs at your dealer's.

## Roof Woes and a Remedy



THE most important part of a building is its roof. Any man who questions this ought to sleep out in the open. Worse still, he ought to be compelled to do business in a building with a bum roof. ¶ If your roof is Class A, the rest of your building can be "fair to middling," and you will still live in comfort. If your roof is Class B, so is the rest of your house. No scientist will have to prove this to you if you have had any roof experience. ¶ Roof woes are a part of many a businessman's troubles. However, the Stowell Manufacturing Company of New Jersey, Woodrow Wilson's State, have set about to help every man who has roof troubles. Now, roof troubles are real troubles. There is no imaginary element in roof annoyance and expense.

Shingles are a transient proposition; slate is expensive and easily routed by the elements; tin rusts and conducts the heat and cold in a manner that makes life miserable for people under such a roof; tar runs, cracks and performs every other stunt that a good roof would be ashamed to do.

Monarch Asphalt Roofing is the Stowell substitute for the unsatisfactory and inadequate roofing materials. It is made from all-wool felt saturated with natural asphalt and has mineral surfaces on both sides. It is absolutely fire-resisting; it can not warp or crack; it is pliable; it is weather-proof. It will always remain pliable. Witness the asphalt pavements of our splendid cities. It is light in weight and does not require experienced labor to lay it. It can be used on any kind of a roof. It is not a conductor of heat and cold. It is not affected by acids, vapors or gases. As the melting-point of asphalt is one hundred degrees higher than that of tar, it will not run in Summer. Over and above this, an important point in this Age of Economy, is the fact that the first cost is lower than that of other roofings. No recoating with paint is ever required.

If there is a substitute for Monarch Roofing, it is not in the mind or possibilities of man to evolve. Beauty, harmony, economy, durability, serviceability—all these desirable things are to be found in this Roofing.

Pitch Lake Trinidad Asphalt is a natural product. And when man uses an absolutely natural product, he is adding to his well-being, because he is utilizing a product given by the creative power for his special purposes.

We are only discovering the uses of things just now, and the world so far has not tapped many of the reservoirs of stored-up goodness.

That the Stowell Manufacturing Company have discovered in Asphalt combined with wool felt a perfect roofing, there is no question. Monarch Roofing looks like a silver linoleum, because of the ground slate and mica which is used as a fireproof dressing. All the beauty of Monarch Roofing comes by indirection from the things which contribute to its utility. Twenty years of experiment and experience enter into Monarch Roofing.

If you want to know details concerning this product, write the makers. Your letters will receive every consideration.

**Stowell Manufacturing Co., Jersey City, N. J.**

# SCIENCE AND FARMING

The day of the Farmer is Here. The best magazines are advancing country life. The United States Government is spending millions to irrigate the arid lands of the West. Agriculture is the most important economic interest in the world. It supplies the materials with which we are fed and clothed. The very existence of the race turns on the ability of the farmer to produce food. Colleges are educating some of the finest boys in the land and thousands of them to be farmers.

And out of the University of Illinois comes John Ruhm, Jr., who, with his brother, H.D. Ruhm, President of the Niagara Alkali Company, forms The Ruhm Phosphate Mining Company.

¶ Ground Phosphate Rock is the most economical and only permanent soil-builder. An application of from one thousand to two thousand pounds per acre will furnish an abundant supply of phosphorus for five or ten years. The Ruhm Phosphate Mining Company has the most up-to-date grinding-plant of any company in the United States, and is the only concern that has an equipment with which the material can be ground to a fineness so that 90 per cent will wash through a 100-mesh and 70 per cent through a 200-mesh screen.

Doctor C. G. Hopkins of the University of Illinois, is the foremost authority on the use of Ground Phosphate-Rock. The Ruhm concern produces the only product which satisfies him, and all of the material used by the agricultural experiment-stations of the University of Illinois comes from the Ruhm plant.

Mixed with animal manure, no better fertilizer or soil food can be found. It will not be washed or carried off in drainage. It contains more phosphorus than bone-meal and only costs one-third as much.

John Ruhm, Jr., will be delighted to discuss by mail or in person Nature's source of Phosphorus—Ground Phosphate-Rock—and his methods of marketing it. All farm-owners who wish to get the most out of their property should consult him on this very important subject.

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## Your Winter's Fun

Obedience to Nature brings you everything you need—mental, spiritual and physical.

To obey requires will-power. If you want to have control of your body, you must give it exercise—natural exercise. Insomnia never comes to the man who has given his body enough of God's medicine—fresh air. You must love and be friendly with the snow and ice.

¶ But with all your outdoor fun, you must protect your body, else it will work for more ill than good. W. C. Leonard and Company of Saranac Lake, N. Y., have centered their energy, thought and skill on the making of garments for outdoor wear.

¶ These Adirondack Mackinaws for women cost \$8.00. The cloths are woven from pure virgin wool by an exclusive process which makes them wind-proof and almost water-proof. They have a dash and style all their own. They are made in various solid color effects, mixtures, stripes and plaids—all in very good taste. The colors run to dark blue, gray, light tan, dark green mixture and in plaids of red and black; blue and green; red, gray and black; green, blue and red; black and red; black and gray; green and black; and red and green.

¶ They are made large enough to enable the wearer to be warm and comfortable and at the same time free to exercise with vim. These Mackinaws are 35 inches in length, have an all-around belt, 5-inch storm collar, plaited pockets and detachable storm-hood. When you order, state your regular coat size and the color you desire. Samples of cloth in all colors and combinations will be sent on request.

¶ The Adirondack Foot-Warmers here shown will be sent postpaid for \$1.50 the pair. Auto outfits of six pairs, \$8.00. These foot-warmers are made of first quality sheepskin, with warm fluffy fleece on the inside. They are ten inches high and may be had in all sizes. They can be worn over regular shoes and slippers or over the hose. In ordering, state whether they are to be worn over shoes or hose. Be sure to ask for the generous illustrated catalog which will surely interest you.



W. C. Leonard & Company, 110 Main St., Saranac Lake, N. Y.



## To Gladden A Man's Heart The Gillette Safety Razor

¶ The most popular and practical Christmas Gift for men is the Gillette Safety Razor. This is so for many reasons. People have gotten over the idea that gifts must, like the ladies of King Arthur's Court, be purely decorative. Today you give a man what you know he can use.

¶ The Gillette Gift Packages have beauty, but the urgent need of a Gillette Razor for every man has created the Christmas popularity of the Gillette.

¶ When you start a man on the Safety-Razor Habit, you do him a great service. There is not a man anywhere that would not be better for the possession of a Gillette Safety Razor. The Gillette gladdens the hearts of men.

¶ The many styles in which the Gillette is made is of assistance in giving Him a real surprise. It can be had in various styles, from \$5.00 to \$50.00—two of which are here shown.

¶ For the man who travels or the man who stays at home, the Gillette is an ever helpful companion. The superior Gillette Blades are a factor in the success of the Gillette Safety Razor—the world's standard. The Blades are on sale everywhere.

¶ To your men friends who already use the GILLETTE, why not make a gift of blades, a half dozen or a dozen packets—6 blades (12 shaving edges), 50 cents—nickel plated box of 12 blades (24 shaving edges), \$1.00.

If your dealer does not carry the GILLETTE line send us his name and we'll mail you catalog.

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Gillette Combination  
Set No. 00—Triple  
Plated Razor, Soap and Brush  
in Cases, 2 Blade Boxes, Velv-  
lined Morocco Case. Price, \$6.50



# The Empty Stocking

By Elbert Hubbard



HER name is Reddy Ringlets ❧ ❧

¶ At least she says so, and no one, so far, has ever been found to say otherwise.

¶ When asked her name she answered: "Why, don't you know? My name is Reddy Ringlets!"

¶ She must have been four years old. She was only half-dressed. She wore stockings and one shoe.

¶ When they found her there in Golden Gate Park, the third day of the fire, she was carrying an old wax doll with a broken nose. She walked around, looking, and looking, and looking. A soldier asked her, "Who are you trying to find, little girl?"

¶ "I'm looking for my Daddy and my

This story was written by Mr. Hubbard to explain the picture painted by F. S. Manning and produced by J. H. Harris and Company, of Cleveland, Ohio.

Precious. And this is my Dolly Dimple. She's awful hungry. Have you seen my Daddy and my Precious?"

¶ And the soldier, busy with other things, had n't seen them.

¶ When asked her Daddy's other name, she answered, "Just Daddy." Then she said, "My Precious calls him Grosser Reddy."

¶ She spoke as plainly as a full-grown woman. Where her parents were, or where they had lived, or how she had gotten to Golden Gate Park, no one knew.

¶ In the Park were many tents. Bedding, furniture, horses, wagons, strewed the ground. Soldiers here and there were on guard. Many of the women wore men's clothing—suits of overalls and jumpers. Some laughed and sang. Others wept and refused to be consoled. There were mothers looking for their children, and children looking for their mothers. And over to the East, over what three days before had been a glorious city, now hung a black, angry pall of smoke. It was a scene of dire confusion. The sick, the dying; the laughing, romping folks who regarded it all as a big picnic, mingled in a common camaraderie.

¶ And through it all wandered little Reddy Ringlets, tearless and unafraid, looking for her Daddy and her Precious.

¶ A group of people at a bonfire were eating. Little Reddy Ringlets approached. "Dolly Dimple is awful hungry," she said.

¶ "Bless her dear heart!" said a kind woman. "You mean you are hungry." And so the little girl was warmed and fed.

¶ A curious and strange old woman stood by the bonfire and watched little Reddy

Ringlets as she ate, and now and then offered her doll some of the crackers and cheese.

¶ "That's my grandchild," cried the old woman with a chuckle. "I'll take her to her mother. Come with Granny, little one, and we'll find your Ma!"

¶ The old woman had a sharp chin and a sharp nose. She had no teeth and her voice was high and cracked. Confidingly the little girl allowed herself to be led away.

¶ "That is n't her child, or any kin of hers," said the woman who was doing the cooking.

¶ "Never mind," said her husband, as he drank coffee out of a tin cup; "never mind—what difference is it? Haven't we a few troubles of our own?"

THE earthquake and great fire were in April. The months went by as the months do. ¶ It was Christmas morning.

¶ Down beyond Chinatown stood a rickety old tenement, one of the kind that fire and death had scorned to touch.

¶ The Italian who kept the fruit-stand on the corner was talking to the policeman on the beat.

¶ "You had better go up and see about it—she's a lovely little girl. No one knows where that crazy old rag-picker got her. The old woman went out at daylight with her bag on her back, and she's locked the child in. It's the gable-room back, next to the roof. I'll go with you."

¶ They climbed the shaky stairs, up and up and up. ¶ They reached the top floor. The hall was dark. They felt for the door-latch. The door was locked. The policeman threw his shoulder against it, and it gave way.

¶ They entered. The room was almost bare

of furniture, cold, dirty, unkempt. To the left was a little bedroom about as big as a dry-goods box. The policeman was about to enter when he heard a child's voice. He paused and peered in. He saw an empty stocking pinned to the wall at the foot of the bed.

¶ Kneeling at the bedside, in an attitude of prayer, was a little girl. The morning sun sent a luminous ray of light on her head, golden with ringlets. The policeman, big and brave, just stood there. He listened, and these were the words he heard:

"Oh, God! You forgot me and Dolly Dimple this time, and there ain't no Santa Claus, for my stocking is empty. And I am cold and hungry. Hurry up, please, Mister God, and find my Daddy and my Precious, and I'll be a good girl and never cry any more, even when the old woman whips me!"

¶ And as he listened, the tears began to run down the big policeman's nose.

¶ He wrapped little Reddy Ringlets in an old blanket and carried her gently down the stairs, and all the time she held fast to a very dirty wax doll.

¶ The old Italian down on the street gave the little girl an orange, and at the station-house the matron gave her a bag of candy.

¶ LITTLE Reddy Ringlets never found her Daddy or her Precious. Were they caught in the fire, crushed by falling walls, or did they fall victims to some yawning crevasse? No one can say. But now little Reddy Ringlets has a home with a rancher and his good wife, out beyond the hills of Sausilito. And when Christmas comes and she hangs up her stocking, it is never empty.





A14348. Japanese Dinner Gongs, five in string, handsomely decorated.  
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Without crystal ball.....\$8.00



Silver Tea Ball with Japanese carved deer horn handle.  
Price.....\$7.25



B32305. Japanese Bronze Elephant, with ivory or bronze tusks. Hardwood base, stand 5 in. high.  
Price.....\$10.50

## Gift Suggestions From Vantine's

¶ That gift which expresses something more than intrinsic worth doubles its value.

¶ The *unusual* bespeaks the mind and work of the Oriental. With no set pattern to go by, each thing must be different—of an individuality all its own.

¶ In the East these works and treasures are brought together at Bazaars or fairs; here in America Vantine's is the treasure house of the best that the Orient offers.

¶ Visit "Vantine's Fair." Nowhere in all the world are to be found so many gift suggestions; if perchance you cannot come, we have saved for you a Christmas Book, "Gifts of the Far East," which illustrates over two hundred moderately priced articles. Your copy is *sent free on request*. Write now, as the edition is limited. Mention *The Fra*.

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**D**ON'T be a Christmas Rusher, and get red in the face. Order your Roycroft wares early and save your time and temper. You know what those last few days before Christmas are—**BE WISE!**

**The American Apple Company** offers in the full-page advertisement in this issue of *The Fra*, opportunities for Salesmen of ability plus to make for themselves places of permanence and power. ¶Read the ad and write to Mr. Bradner today.

**T**HE Elbert Hubbard Magazines are sure-result producers for Advertisers. The readers of *The Fra* and *The Philistine* read *An American Bible* and patronize American Businessmen. Rates and information supplied for the asking. Consultation on advertising problems smilingly given gratis & free.

**JAMES WALLEN, Advertising Mgr.**  
The ROYCROFTERS, East Aurora, Erie Co., N. Y.

## *Successful Men and The Bookman*

¶ The arts and commerce are getting acquainted. In a recent issue of "The Tatler," of London, was published a picture of Mr. Gordon Selfridge, Mr. Granville Barker and Mr. Arnold Bennett caught chatting together on a London Street—a business Napoleon, a dramatic genius, and the novelist of the moment.

¶ Here are three men who are carving their names deep in three different spheres of action. Mr. Selfridge is the founder and manager of a huge department-store in Oxford Street which bears his name. He is a many-sided man and has strong leanings toward literature and art. And it seems that Mr. Selfridge is one of the congress of influential men in business today who are becoming more and more interested in books and their makers.

¶ If you were to read the Subscription-List of "The Bookman" Magazine, you would have a census of these great souls. "The Bookman" is the trade magazine of publishers, authors and readers. Its influence is limited only by the extent of interest in the world of letters. Every publisher reads "The Bookman," and all of the influential ones advertise in it.

¶ "The Bookman" is foremost in its field, and has no active competition. It is the successful man's Literary Love. If you have something to sell which will merit the attention of discriminating men and women, you can find no better advertising medium than "The Bookman."

¶ The people who read this periodical of civilizing influence have the desire, also the wherewithal, to buy the things which impress them.

¶ So, if you want to interest the inhabitants of this Celestial City of Fine Minds, write to Ralph E. DeWitt, Business Manager of "The Bookman" Magazine, who will give you detailed information about "Bookman" advertising service.

*Dodd, Mead and Company, Publishers*

*443 Fourth Avenue, New York City*

# You Can Have Health, Wealth and Happiness

Are you a business and social success, or merely one of the submerged millions? Are you a master or one of the oppressed? How do you stand in your community, have you force and distinction?

Do you get out of life all the health, happiness and wealth you should, or have you given up to despair? Will you leave the world worse off for having lived? Think this over, decide—then write me for my system of **Deductive Thought**.



Frank H. Hollenbeck

You can be exactly what you will be. Great Men and Women are those who know how to be great. To do the right thing at the right time and know it is right, is the problem. I have worked out the plan. It is the application of "**Deductive Thought**." It saved me, and can save you. If you are already a power, **Deductive Thought** will make you a greater one, be you man or woman. **Deductive Thought** can lift any Ambitious Man or Woman to Health, Happiness and Wealth. There is no such thing as luck.

Eight years ago I was an ordinary clerk, sickly, discouraged and miserable, earning but a few dollars per week and without hope until I realized that the world and its good things were created for me if I would but think right and live right.

Today I am the head of two big corporations doing an international business. I am happy, strong and well-to-do, with a growing family, and I envy no man and would trade places with none, all because of my discovery.

**Success in life, Physical, Social and Financial, is what you make it. What will yours be? Big Money is not made by routine work, but by the execution of my system of Deductive Thought. Make the most of your life. You owe it to those who depend upon you as well as to yourself. I can help you if you will write me at once for particulars. My time is limited, so don't delay. It will cost you nothing to write and learn the truth. Mention "The FRA" and address Frank H. Hollenbeck, 7157 Yale Ave., Chicago, Ill.**

## THE FRA—A Journal of Affirmation, Exponent of The American Philosophy. TABLE OF CONTENTS. December, mcmxi

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To operate incubators and brooders, and successfully raise poultry;  
To row and swim;  
To know all native trees, and how best to protect, utilize and care for them;  
To care for lambs and sheep;  
To make concrete blocks, lay cement walks and foundations;  
To build buildings of wood, concrete and brick;  
To plan and construct roadways, build fences, and culverts, and lay tile;  
To put up tents and Summer bungalows;  
To cook in camp;  
To care for harness, saddles, and care for a barn;  
To construct and fill a silo;  
To know all native birds at sight, and know

 T The Roycroft School of Life we teach boys:  
To take care of their rooms;  
To care for their clothing, books and other belongings;  
To feed, milk and care for cows;  
To ride, drive and care for horses;  
To plow, sow and reap, and use all agricultural tools;  
To lay out, make and care for a garden;  
To feed, bed and care for swine;

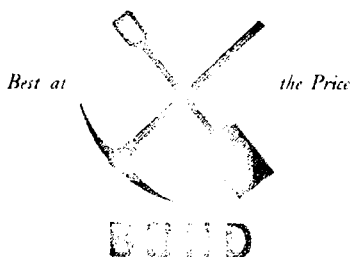
something of their ways and habits;  
To know bugs, bees and butterflies, their habits and evolution;  
To respect the rights of others—especially elderly people and children, and all who are unable to enforce their claims;  
To respect the rights of all dumb animals;  
To obey orders, and complete, promptly and cheerfully, all tasks that are undertaken;  
To keep well and efficient, so as never to be a burden or a care or a menace to society

It is beautiful to give one day to the ideal—to have one day apart; one day for generous deeds, for good-will, for gladness; one day to forget the shadows, the rains, the storms of life; to remember the sunshine, the happiness of youth and health; one day to forget the briars and thorns of the winding path, to remember the fruits and the flowers; one day in which to feed the hungry, to salute the poor and the lowly; one day to feel the brotherhood of man; one day to remember the heroic and loving deeds of the dead; one day to get acquainted with children, to remember the old, the unfortunate and the imprisoned; one day in which to forget yourself and think lovingly of others; one day for the family, for the fire-side, for wife and children, for the love and laughter, the joy and rapture, of home; one day in which bonds and stocks and deeds and notes and interest and mortgages and all kinds of business and trade are forgotten, and all stores, shops, factories, offices and banks, ledgers, accounts and lawsuits are cast aside, put away and locked up, and the weary heart and brain are given a voyage to fairyland.

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Let us hope that such a day is a prophecy of what all days will be.—R. G. Ingersoll.

**A** STRONG life is like that of a ship of war which has its own place in the fleet and can share in its strength and discipline, but can also go forth alone to the solitude of the infinite sea. We ought to belong to society, to have our place in it and yet be capable of a complete individual existence outside of it.—Hamerton.



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The Roycrofters, East Aurora, N. Y.

## BOUND FRAS

**H**ONEST Roycrofters at home and astray: The early Volumes of *The Fra Magazine* will be beyond the reach of price or pleading in a short time. ¶ Be wise or get wise, and put the missing volumes on your ten-foot shelf. ¶ Bound Volumes of *The Fra* in solid brown boards, leather backs, from One to Seven inclusive, now ready. ¶ Volumes One, Five, Six and Seven are very scarce. ¶ Price, per volume, \$3.00. ¶ Special Christmas Offer: Full set Bound *Fras*, prepaid, \$20.00

## THE PHILISTINE

**V**OLUME Thirty-two is ready for delivery. ¶ This little brownie magazine, the traveler's delight, the despair of the New England conscience and of the Britisher's humor, is sixteen years old, goin' on seventeen. ¶ It has a pedigree like a thoroughbred Duroc-Jersey, and an equal nowhere. ¶ The early numbers are out of print, and money can't buy them. ¶ The volumes from Fifteen to Thirty-two are for sale. ¶ Plain boards, leather back. Price, \$1.00 each

THE ROYCROFTERS, EAST AURORA, N. Y.



### Music-Roll



Open, 15 inches by 16 inches.

Many musicians prefer a Music Roll to any other style of music-carrier. Open, this roll is fifteen by sixteen inches. Modeled in conventional design in English Cowhide, and lined with ooze-leather. Price, \$3.00.

### Music-Fold

This Music-Fold is twelve by fifteen inches, and takes full sheets of music without bending or folding. It has side wings and side handles, and opens flat.

This fold is made from selected English stock, lined with soft green ooze-leather, modeled in conventional design; the color-tone is a bronze green. Price, \$15.00.



12 inches deep by 15 inches long.



6 inches deep by 15 inches long.

### Music-Satchel

The gusset sides and side handles make this a desirable satchel for carrying other things besides the music needed at the recital or concert. There is room for her scarf and kerchief and "her piece." This is typically the Concert Satchel. Size, six by fifteen inches; lining, ooze-leather. Price, \$7.50.

The Roycrofters, East Aurora, Erie County, New York

## Of Interest to Progressive Women and Also Men who Are Looking Toward the Light

**T**HE January Number of *The Fra Magazine* will be the Woman's Number. In this issue, Alice Hubbard will present an article on Madame Curie, the famous French scientist. ¶ Many people believe that Madame Curie is the biggest little woman in the world. This Parisian



ALICE HUBBARD

is a distinguished member of the new school of scientists, who are bringing their ideas, theories and discoveries into practical working form. ¶ Mrs. Hubbard's study is charming, intimate, analytical and authoritative.

Whenever you see copies of *The Fra* with a picture of Our Lady of the Laboratory on its cover, you will know that the January Number is out and that one more step has been taken in the onward march of civilization.

You had better subscribe to *The Fra* now, so as to make sure of your getting this Number.

The Roycrofters, East Aurora, New York

do—and how to utilize his experience and knowledge for the benefit of others. Broad success depends on singleness of purpose, clear perception of what is to be desired and to be accomplished, and capacity to recognize true values of men and things and properly place them. Thorough preparation in elementary knowledge, wherever and however it may be acquired, development and training of the powers of concentration and application, is the best, in fact the only, foundation upon which to build this special or technical training. After this the willingness to persevere in the effort to accomplish something for the purpose of

**A**LL business as now conducted—particularly those lines of business which embrace the so-called industries—requires specialized training and technical education, in fact so much scientific knowledge that the distinctive line between “business” and “profession” is fast disappearing.

Any one who hopes to achieve success, even the average, must know more, or at least as much, about some one thing as any other one, and not only know, but know how to

accomplishment, the ambition to do whatever is to be done and whatever is undertaken and do it right—making personal ambition secondary to everything else—will bring about great success, provided the God-given, or inherent, capacity to do great things exists; but in any case success up to the full measure of capacity.

Without this preparation and training, failure is absolutely certain.

The crying evil of the young man who enters

the business world today is the lack of application, preparation, and thoroughness, with ambition but without the willingness to struggle to gain his desired end. Mental and physical strength comes only through the exercise and working of mind and body.

There is too little idea of personal responsibility; too much of "the world owes me a living," forgetting that if the world does owe you a living you yourself must be your own collector.

The cause of all this is the lack of and continual letting down of both domestic and social discipline. Convention and morals are purely a matter of discipline; discipline need not necessarily be brutal or even severe, but better brutal than none at all.

It is for the parents to see that the youth has the foundation training and discipline. If the youth is given that, he will get for himself every bit of the rest to the limit of his capacity.

Opportunities never were more plenty than now, but one must have the training and development not only to recognize opportunity but to take advantage of it when recognized.—Theodore A. Vail.



8

Volumes

(This Illustration Shows Only One-Half the Set)

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not because you have read "*much*," but because you have "*read right*." Self-culture is not so much a matter of the complete reading of many volumes as of being familiar with the real parts of the best books.

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*SUCCESS* is the national family magazine of which Dr. Orison Sweet Marden is Editor and Founder, and to which he contributes every month one or more inspiring articles. With *SUCCESS MAGAZINE* has been combined *THE NATIONAL POET*—containing timely review of events, clean and interesting fiction and sane and outspoken editorials on our big American problems.

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OR those who see Truth and would follow her; for those who recognize Justice and would stand for her, success is not the only thing. Success! Why, Falsehood has often that to give; and Injustice often has that to give. Must not Truth and Justice have something to give that is their own by proper right—theirs in essence, and not by accident? That they have, and not here and now, every one who has felt their exaltation knows.—Henry George.

For the accommodation, education, enlightenment and benefit of The Roycrofters, we organized under the title of "Elbert Hubbard, Banker." This was seven years ago.

This concern has gone beyond the experimental stage

It has the confidence of The Roycrofters and the people of East Aurora, save, possibly, that peculiar contingent made up of good men and true who chew infinite pigtail and are florists in Winter and ice-cutters in Summer.

¶ Every boy in The Roycroft School of Life has an account with us. He deposits all his earnings, and pays all his bills by check, thus having a record of his financial transactions. A boy with the bank-habit is well out on the highway of success.

¶ We do not loan money to any one who is not directly working for The Roycrofters. Occasionally we help some of the work-

ers buy a lot and build a home. In fact, quite a goodly number of residences in East Aurora have been made possible through our Co-operation

We are in a position to take care of a few more accounts of

## BANKING BY MAIL

Roycrofters-at-Large—otherwise, those sensible folks who are subscribers to *The Fra Magazine*.

Deposits of one dollar and upwards received. Four per cent interest per annum on quarterly balances added to the account quarterly.

And who do you suppose of all *The Fra* Subscribers are the most numerous among our depositors? Well, just listen to this: They are the boys who belong to the Navy. Scores of these, instead of cashing their pay-checks and blowing in their good money, simply endorse the check and send it right along to us. We take care of the money, and pay it out on demand.

Elbert Hubbard, *Banker*, East Aurora, N. Y.

# KNOX HATS

## SATISFY MEN OF POWER



¶ And Here is a New Year Thought tinged with a just appreciation of the proper thing to wear. Men of distinction dress well because everything they do, they do well. Dress to them is only an incident, not an end.

¶ This is characteristic of all men who make an impress on the world of thought and action. A busy man realizes that it is a business asset to dress well, quietly and with dignity.

¶ Knox, Hatter to Gentlemen, has provided headwear for men of this type for many years. There are few hat-makers who know just what these men want in the way of hats. Knox has made a special study of the needs and desires of American business and professional men, and his success turns on his ability to do the thing well. He gives service plus.

¶ Every Knox patron is given special care, time and attention. Knox Hats are always in correct style, good taste, and made of the best material by expert workmen.

¶ You will get Hat satisfaction if you buy Knox Hats, because Knox considers it a calamity to have a customer feel otherwise. Every Knox Hat gets individual inspection before it leaves the Knox Manufactory. Consult Knox and eradicate Hat Difficulties.

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**I**f you had a sleep speedometer you would register more miles in a Bernstein than any other bed made. The Bernstein Bed induces sleep, and sleep promotes good circulation, good digestion, and greater earning capacity.

It is luxurious and strong. Made in three parts only, there exists no creaking nor unevenness to disturb your much-desired sleep. Rest that is not rust and does not make you feel rummy comes from slumbers in the Bernstein Bed. This Bed is proof against unwelcome bedfellows in the way of buglets, bacteria and gentle germs, because there are no cracks nor crevices to afford nesting-places for undesirables in this Scientific Bed. Bernstein Beds are built of ideas and ideals, and best materials by expert bed-makers.

The makers will gladly supply detailed information.

BERNSTEIN MANUFACTURING COMPANY  
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The incomparable deliciousness of Forest Home Farm Virginia Hams is only equaled by their absolute purity and cleanliness. They are made from a century-old recipe, in that good old-fashioned Virginia way which never can be improved upon.

There are a few things that can not be improved, and this way of preparing Hams is one of them. The literature of gastronomy has made the Virginia Ham classic, but its fame is well-earned.

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**SECOND:** This clean, convenient way of disposing of ashes from furnace or hot water heater, cellar and yard refuse. Fireproof, flush with floor. Abolish the old ash barrel.



Outwears all others.

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The rare iridescent coloring of these bowls and trays adds to their charm and individuality. There will be some slight variation in the dimensions of all the bowls on account of their being made by hand.



Diameter, four inches. Price, \$2.50.



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Five and one-fourth inches in diameter. Price, \$1.00.



Six and three-fourths inches in diameter. Price, \$5.00.



Diameter, five and one-fourth inches; height, two inches. Price, \$1.50.

The Roycrofters, East Aurora, Erie County, New York

## Roycroft Vases, Jardinieres and Ferneries

Roycroft hammered-copper vases, jardinieres and ferneries have a simplicity and a dignity that do not detract from the natural beauty of the flowers and plants that they are designed to serve.



Height, six and seven-eighths inches.

The Roycroft mark is of German Silver. Price, \$7.00.



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The trimmings on our jardinieres and ferneries are of German Silver. There is good contrast with the rich copper tones and the lighter metal.



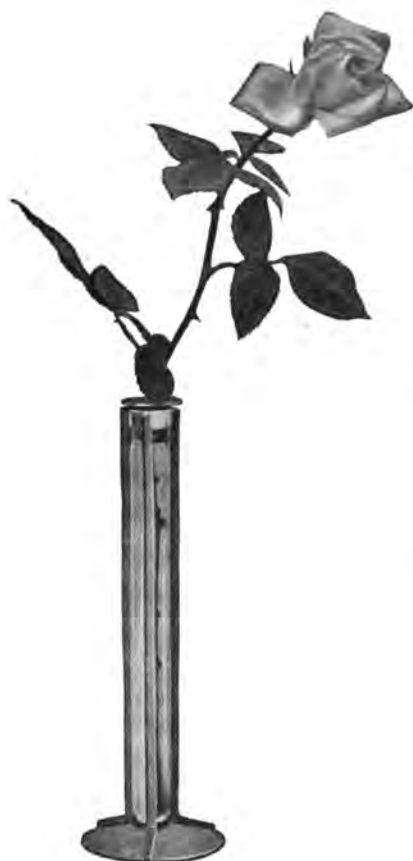
This jardiniere is made to take a six-inch flower-pot. Cut flowers, also, are displayed to advantage in jardinieres of this style.

Depth, four and one-half inches; diameter, six and one-half inches. Price, \$12.00.

The Roycrofters, East Aurora, Erie County, New York

## Flower Suggestions

Lafcadio Hearn knew the Japanese with the knowledge of association, intuition, environment and love. He has given the Japanese to us. Through him we recognize their art, their love of beauty and use of it. And we are making their knowledge ours.



Price, \$3.50.

This is the first showing of the new vases made to hold a single blossom.

The quaint vase with square base and handle is made of copper, well hammered. Price, \$2.00

The simple shaft with circular base is made of Sterling and German silver. Price, \$3.50.

Both styles fitted with glass flower-holders.



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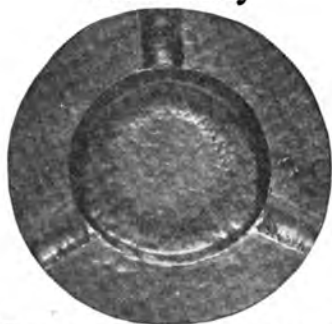


Depth, three inches; diameter, six and one-half inches. Price, \$9.00.

The Roycrofters, East Aurora, Erie County, New York

## Hand-Hammered Copper Trays

**Ash-Tray**



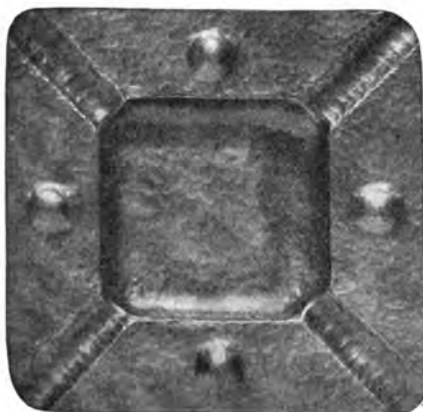
Four and three-fourths inches in diameter. Price, Fifty Cents.

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Seven and seven-eighths inches in diameter. Price, \$1.25.

**Square Ash-Tray**



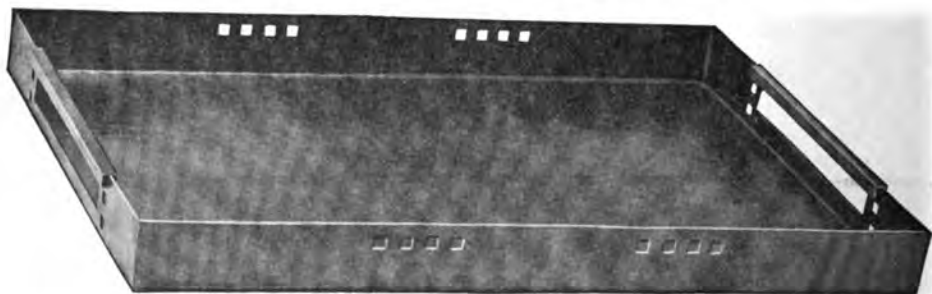
Five and one-half inches square. Price, \$1.

**Pin-Tray**

Four and three-fourths inches in diameter. Price, Fifty Cents.



**Special Tea-Service Tray**

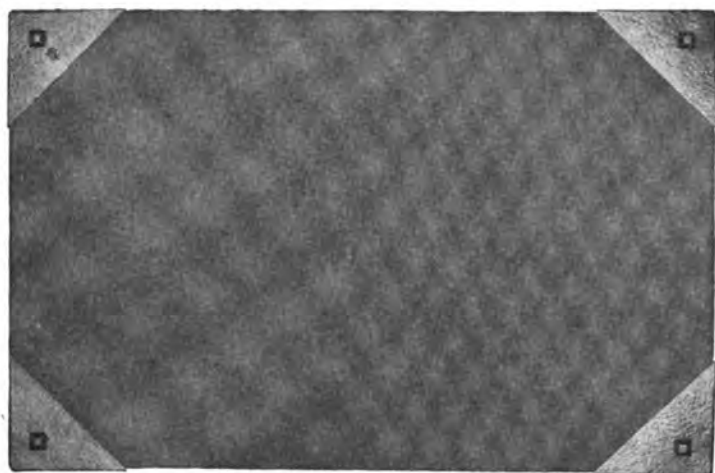


Twelve by eighteen inches. Price, \$9.00.

The Roycrofters, East Aurora, Erie County, New York



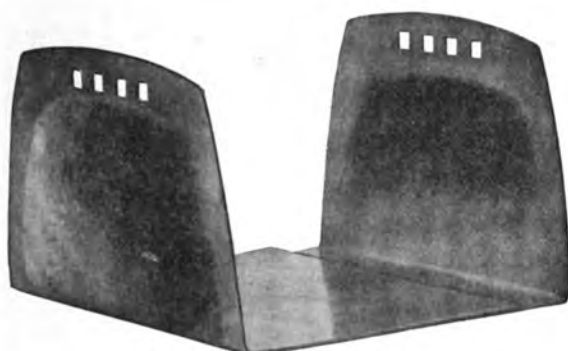
## Hand-Hammered Copper Desk Fittings



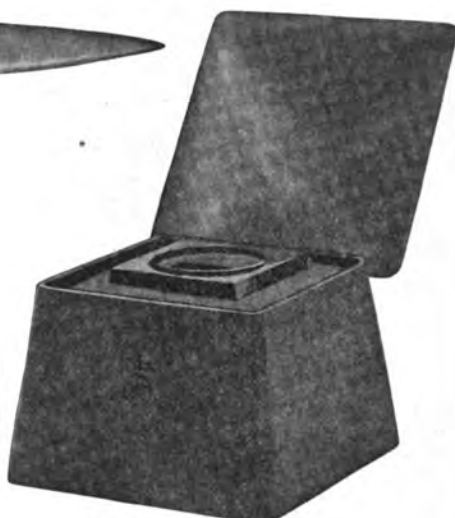
Desk-Pad, Sixteen by Twenty-four inches. Price, \$5.00.



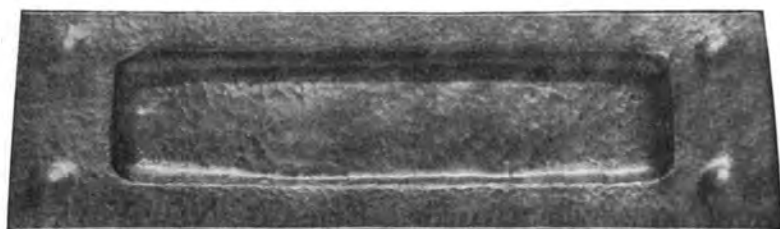
Bronze Paper-Knife. Price, \$1.00.



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John Ruskin		Jonathan Swift	Savonarola		William Pitt
		Walt Whitman			
Victor Hugo	Book Two	Charles Dickens	Marat	Book Two	Starr King
William Wordsworth		Oliver Goldsmith	Ingersoll		Beecher
W. M. Thackeray		William Shakespeare	Patrick Henry		Wendell Phillips
		Thomas Edison			
FAMOUS SCIENTISTS		FAMOUS SCIENTISTS			
Elizabeth Barrett	Book One	Harriet Martineau	Socrates	Book One	Marcus Aurelius
Browning		Charlotte Bronte	Seneca		Spinoza
Madame Guyon		Christina Rossetti	Aristotle		Swedenborg
		Rosa Bonheur			
Madame de Stael	Book Two	Jane Austen	Immanuel Kant	Book Two	Herbert Spencer
Elizabeth Fry		Empress Josephine	Auguste Comte		Schopenhauer
Mary Lamb		Mary Shelley	Voltaire		Henry Thoreau
AMERICAN BOOKS		AMERICAN BOOKS			
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Alexander Hamilton		John Quincy Adams	Newton		Darwin
Thomas Jefferson	Book Two	John Jay	Haeckel	Book Two	Tyndall
Daniel Webster		William H. Seward	Linnæus		Alfred Russel Wallace
Henry Clay		Abraham Lincoln	Huxley		John Fiske
FRONTISPIECES		FRONTISPIECES			
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Rubens		Anthony Van Dyck	Garibaldi		John Knox
Fortuny	Book Two	Joshua Reynolds	John Bright	Book Two	Oliver Cromwell
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Francois Millet		Gustave Dore	Theodore Parker		Jean Jacques Rousseau
ENGLISH BOOKS		ENGLISH BOOKS			
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Robert Browning		John Milton	Confucius		King Alfred
Tennyson		Samuel Johnson	Pythagoras		Friedrich Froebel
Macaulay	Book Two	Southey	Booker Washington	Book Two	Hypatia
Byron		Coleridge	Thomas Arnold		St. Benedict
Addison		Disraeli	Erasmus		Mary Baker Eddy
FRONTISPIECES		FRONTISPIECES			
Richard Wagner	Book One	Mozart	Robert Owen	Book One	Mayer A. Rothschild
Paglini		Sebastian Bach	James Oliver		Philip D. Armour
Chopin		Mendelssohn	Stephen Girard		John Jacob Astor
Liszt	Book Two	Verdi	Peter Cooper	Book Two	A. T. Stewart
Beethoven		Schumann	Andrew Carnegie		Henry H. Rogers
Handel		Brahms	George Peabody		James J. Hill
FRONTISPIECES		FRONTISPIECES			
Raphael	Book One	Thorwaldsen	Josiah and Sarah Wedgwood, William Godwin	Book One	
Leonardo		Gainsborough	and Mary Wollstonecraft, Dante and Beatrice,		
Botticelli		Velasquez	John Stuart Mill and Harriet Taylor, Parnell and		
			Kitty O'Shea, Petrarch and Laura.		
Corot	Book Two	Cellini			
Correggio		Abbey	Dante Gabriel Rossetti and Elizabeth Siddal,	Book Two	
Bellini		Whistler	Balzac and Madame Hanska, Fenelon and Ma-		
			dame Guyon, Ferdinand Lassalle and Helene von		
			Donniges, Lord Nelson and Lady Hamilton,		
			Robert Louis Stevenson and Fanny Osbourne.		

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[With this book goes gratis a hand press proof autographed portrait on Japan Vellum]

If I am satisfied with the Book when received, I will at my convenience send you Two Dollars.

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¶ A Roycroft Life Membership costs just Two Guineas—Ten Dollars! No further dues for ninety-nine years.

¶ YOU get Ten Dollars' worth of Roycroft Books at once, now, immediately and without delay, and then other Choice Things keep coming your way for the rest of your natural life.

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THE ROYCROFTERS  
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¶ A Roycroft Life Membership costs just Two Guineas—Ten Dollars! No further dues for ninety-nine years.

¶ YOU simply can not escape these choice things. Come in, the H<sub>2</sub>O is fine! Be one with the doers, who love, laugh, study, work, play and have all the cash they need, even if not all they want.

A Roycroft Calendar—Perpetual. And as good as a 99-year membership. \$2.50.

¶ JULIUS CAESAR was n't satisfied with the calendar he found, any more than with the boundaries of the civilized world—so he fixed them to suit himself. The Roycrofters have attempted to make a better calendar—they may improve, but this is the best yet.

## Nineteen Twelve



THE ROYCROFTERS  
EAST AURORA, ERIE COUNTY, NEW YORK

A Perpetual Calendar will save you worry, hurry, fuss and fuming. Good for all time. \$2.50.

¶ THIS Calendar is made of hand-hammered copper, and is fitted with a card for each month and cards for the days of each month. Change the cards and you are up to date forever. It is a sturdy, sensible, good-looking calendar. You will like one on your desk.

## ALPHABETICALLY

¶ Do you sometimes feel the need of another story on your cosmic sky-scraper?

¶ Well, that means that you should meet a man as big as yourself, and talk it over.

¶ Between you, you can formulate an Idea.

¶ And every Big Business is built on an Idea.

¶ For the lack of an Idea, you may limp along through the rag-weeds of life, when you should be out on the highway gently caressing the Accelerator, and giving 'er gasoline. ¶ Collar the Idea!

¶ Said Napoleon, "Get your principles right, and the rest is a mere matter of detail." ¶ E. H. Harriman had a business counselor—a sympathetic, wise adviser—with whom he threshed out every plan before he executed it.

¶ If you could double the amount of business without increasing your overhead charges, you certainly should do it.

¶ The business that makes money now is the one that runs on full capacity: that eliminates lost motion and takes up the economic slack.

¶ It often happens that a man who knows all about a business, and who has grown up in it, is so submerged in it that he does n't get the perspective which an experienced outsider does.

¶ Just here comes in my old friend, Mr. Jay Wellington Hull, business adviser and commercial counselor, plus.

¶ Mr. Hull has had forty times the experience that most men have, even those who conduct a big business. Hull has acted as counselor and adviser in a large number of business ventures, and usually to the great gain and advantage of the institution. One thing, he knows everything that will not work.

¶ Mr. Hull's business is not that of a business doctor. He does n't want to dope a failing concern and put it on its feet, although this he has done in several instances. His business is to show successful men how to be still more successful. This is the proposition—he can help you get your principles right!

¶ Often a suggestion can be made that is obvious to every one but the man who is closest to it. The big, broad, expansive view is the thing. The man vitally interested is not always the man who can see all around the proposition.

¶ Perhaps you had better get in communication with Hull. To meet him and know him is a pivotal point. A letter or telegram addressed simply, "Hull, Cincinnati," will reach him.

¶ If you are a banker and want more depositors, or a merchant and can serve more customers, or a manufacturer and want more consumers, Hull will help!

¶ Goods can be made on formula, but salesmanship is genius. The Sales Gazabo is a rarity. My advice to the manager whose overhead is too big in proportion to his output, is to get in touch with Hull—Hull of Everywhere, especially Cincinnati.



How an investment of a few thousand dollars can be multiplied into *several hundred thousand* dollars in about twenty years, with very little risk.

This plan, followed by some of the most successful business men and investors of America, is based on the study of fundamental business conditions.

A booklet describing our Service for providing the data for such a study will be mailed gratis on request. If Roger W. Babson's book, *Business Barometers*—380 pages, flexible leather—explaining in detail the theory underlying said plan, is also desired, send \$2.00 with your request.

An investor says, *This book alone is well worth \$100.00 per copy.*

Address the Compiling Offices of the  
at Wellesley Hills, Massachusetts  
Largest Organization of Its Class in the World

for freedom here in their midst, as they have gone out to the little band of Spartans that withstood a whole army.

Women have fought for freedom and they have fought without weapons. Men have said whether they should have the ballot or not.

It has been, and is, an unfair conflict—the ammunition and weapons all on one side.

Belle Squire has written a little book which is within the reach of every one. The cost is just seventy-five cents, and it is sold by A. C. McClurg and Company, of Chicago.

Belle Squire does not attempt to write a complete history—it is just a short account of "The Woman

HERE have been written only a few histories of the Woman's Suffrage Movement in America and in England. These books have been written carefully and conscientiously—and they have all been written by women.

Were a volume of such a history in every household, the girls and boys of that household would read of the struggle for equal rights which women have had and now have, and their hearts would go out to the workers

Movement in America." In this volume she gives a clear and concise idea of how women have asked for the right of citizenship and how they have worked for this right—have paid every price that men have paid—and have received, as yet, only concessions—not rights.

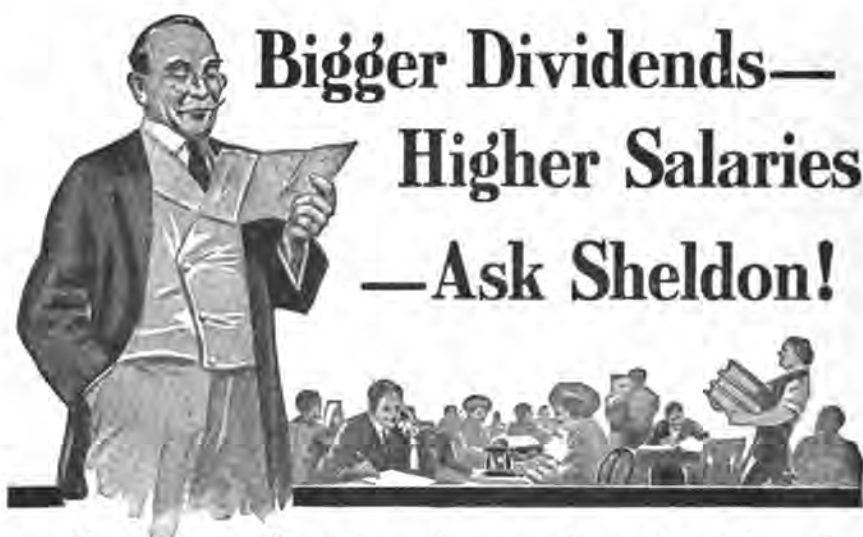
Belle Squire makes this point—that the women of Revolutionary times shared in every hardship of the war. Sometimes it was the hardest part of the work that was theirs.

"For how can a war be fought unless women do their part!" But the freedom of citizenship was given to man only. The results for the women were not even those which the Hessians received.

¶ In this volume there is told, briefly, the story of Anne Hutchinson, who came with her fifteen children and her husband to America—who asked only for the right to teach women, and this was denied her. She was sent out of New England by Christian people during the hardships of a pitiless Winter, because of this "crime."

She tells of the fate of Mary Dyer; of the efforts of Margaret Brent to express her own life in her own way.

Here is the letter from Abigail Smith Adams to John Adams while he was in the Continental Congress, written some months before the Declaration of Independence was signed: "I long to hear you have declared independency, and, by the way, in the new code of laws which I suppose it will be necessary for you to make, I desire you would remember the ladies and be more generous and favorable to them than your ancestors. Do not put such unlimited power into the



## Bigger Dividends— Higher Salaries —Ask Sheldon!

Success in business is a matter of arithmetic. Knowledge of the business, plus scientific methods, minus negative forces, equals more business for the house, more dividends, more salary, more efficiency.

### Employer

You, as an executive, are vitally interested in the fundamental laws of how to handle the human equation.

A science of man handling has been evolved, gleaned from a lifetime study of how men do things in the great laboratory of life.

The coupon below will bring you a book explaining how The Sheldon School can put you in touch with the greatest factor in business today—How to Sell—and selling comprehends the entire gamut of business procedure.

Why not send for your copy right now?



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Every employer in this country is looking for men who have mastered the fundamentals of "How to Think."

There is no lack of fine positions—the scarcity is in men who can really do the things that move goods, build business and pile up dividends.

The big salaries and the prominent places are going to men who know the laws and rules of how to develop ideas and how to put ideas to work.

To teach these things is essentially the business of The Sheldon Courses in Salesmanship and Business Building.

Make it your business now, this very day, to learn more about them by sending in this coupon.

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Please send me THE SHELDON BOOK and full particulars.

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(12)

hands of husbands. Remember, all men would be tyrants if they could. If particular care and attention are not paid to the ladies, we are determined to foment a rebellion and will not hold ourselves bound to obey any laws in which we have no voice nor representation." ¶ The story of Hannah and Rebecca Weston is told—not as Longfellow tells "The Ride of Paul Revere"—but just as the dreary facts occurred. The heroism of these two girls is unsurpassed.

**You Could  
be Picking  
Ripe Strawberries  
Now If You Had  
— Bought One of  
Our Greenhouses  
When We Urged You To**

**STRAWBERRIES** for your Christmas dinner may not be such a novelty to you, but strawberries from *your own* garden under glass—that is different—entirely different. They taste better—a lot better.

Would n't it make you smack your lips to have some golden butter beans for dinner today—beans that were picked right from the vines in your greenhouse this morning and not the wilky kinds the shops sell?

Would n't some meaty, crispy cucumbers add zest to your meal a day like this, and feeling as you do?

And don't you suppose the rest of the family

would enjoy them, too? Don't you think a bunch of sweet peas on the living room table and some old-fashioned flowers on the dining table would just double the joys of the day for you and yours—provided they were from your own garden plot—one of our splendidly built greenhouses? Such thoughts start one thinking. That catalog of ours shows all kinds of greenhouses from one 25 feet long to elaborate ranges. **Q** Many of the illustrations are in color. Better send for it while the mood is on. Or perhaps you would rather see us and talk the matter over at once, so things can be started as soon as possible. Unquestionably that would be the best way.

**Lord & Burnham Company**  
 Irvington, N. Y.—Factories—Des Plaines, Ill.  
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to tax men under the same conditions.

There are portraits of Elizabeth Cady Stanton and Lucretia Mott, the two women who, in England, when women were ejected from the floor of the Convention—to attend which they had crossed the ocean—planned a Woman's Right Movement in America, where the rights of women should be ascertained, obtained and maintained: of Susan B. Anthony, their co-worker, one who took up the work with an enthusiasm second to none.

There is a portrait of Mary Wollstonecraft, the greatest pioneer of all in this movement—the one who suggested to Thomas Paine many of the

Mercy Otis Warren, the sister of James Otis, is said to be the first one to whisper the word "separation"—before the men dared say it, and it was she who said at the beginning, "The struggle is for inherent rights of human beings, for life, liberty, and the pursuit of happiness."

Hannah Lee Corbin, of Virginia, protested to her brother, General Richard Henry Lee, that it was just as wrong to tax women without allowing them the right to vote as it was

arguments which he brought to America. Beautiful Frances Wright, the Scottish woman who came to America to enjoy the rights which she felt that every woman should have, and found she had to fight for these rights in the Land of the Free.

The brilliant Anna E. Dickinson, eloquent as an orator and skilled as a lawyer!

Doctor Elizabeth Blackwell, who has made her impress on her time!

Lucy Stone and Matilda Joselyn Gage,

co-workers with these early pioneers for Women's Suffrage! Victoria Claflin Woodhull—probably the most brilliant woman America has ever seen—a woman who commanded the attention of the nation:

Belva A. Lockwood and Frances Willard, who lived almost within our own time

This book tells of the work of Clara Barton, than whom no woman is more loved, more revered in America today—Clara Barton, who, on Christmas Day, had lived in this world for ninety years, doing an initial work and demonstrating to the world that woman can do any work that is to be done

Belle Squire has certainly written

a valuable little book of interest to all people.

THE position of woman, in Egypt, five hundred years before Christ, was decidedly better than in the later Greek civilization, and better than in modern Oriental States. The wife was the friend and companion of the man. She was not secluded in a harem or confined strictly to a domestic existence, but appeared in company and at public ceremonies. She possessed equal rights at

law; and at intervals great queens ruled upon the throne, while others evidently molded their sons and influenced their husbands. In no other country, until modern times, do pictures of happy domestic life play so large a part.—*West*.

In the marriage union the independence of the husband and wife should be equal, their dependence mutual, and their obligations reciprocal.—*Lucretia Mott*.



Drawn by Burne-Jones

## Paderewski plays for the Victor

All the wonderful sentiment and expression this great artist calls forth from the piano captivate you with their exquisite beauty in his Victor Records.

Go to any Victor dealer's and hear Paderewski's records of Chopin's graceful "Valse Brillante" (88322) and his own beloved "Minuet in G" (88321)—masterly reproductions of a master's performance.

And be sure to hear the  
**Victor-Victrola**

Victor Talking Machine Co., Camden, N. J., U. S. A.  
Berliner Gramophone Co., Montreal, Canadian Distributors

Always use Victor Records played with Victor Needles—there is no other way to get the unequalled Victor tone.



New Victor Records are on Sale at all dealers on the 28th of each month





We have spent much time and many thousands of dollars in trying out new ideas in the search for motor truck wisdom. In order that prospective truck buyers may profit by our experience, we propose to publish from time to time, under the head of "DON'TS," some advice as to the kind of a truck a man should not buy. In our opinion a prudent buyer cannot afford to take the risk required in buying a truck that had not been in actual use for at least five years. The buyer certainly hopes to get at least five years' service from his truck, and if the manufacturer cannot show him trucks that have been in service for that length of time, he simply offers an untried experiment.

DON'T buy any truck equipped with freak installations:—stick to the standard type of engine; cooling system; platform spring construction; and let others make the experiments with new ideas and systems of application. There will probably be improvements made, but those that are of actual practical value are very few, compared with the freaks. A business man cannot afford to make these experiments for benefit of the public and the various manufacturers.

DON'T buy any truck until you have thoroughly investigated the "MACK."



We show above a MACK truck equipped with tank body. The Texas Company now owns and operates 42 MACK trucks.

Mr. Theodore Heilbron, of our San Francisco, Cal., office, writes:

"The Sunset Lumber Company is making two trips a day carrying from 5 to 5½ tons lumber on each trip, making a total of 60 miles each day. This is an exceedingly hard haul, as in places the grade is over 20% on an ordinary dirt road. They have undertaken to haul one and one-half million feet of lumber, and to date have moved over one-third of it and have never missed a trip."



#### Mack Dump Truck

The above reproduction illustrates the type of truck that has been sold to many contractors engaged in road work. This truck has a carrying capacity of seven tons and an average speed of nine miles per hour. It has been found that by providing the proper loading facilities that crushed stone and other road building material may be transported with economy and dispatch for a distance that was impracticable where horse drawn vehicles were employed. By hauling the material from a somewhat distant point reached only by boat, a very considerable saving in railway freights would result. By tilting the body and regulating the opening of the tail board, the load is distributed over the surface to be covered, thereby eliminating a great deal of hand labor. To any contractors having such work in hand, we would be pleased to supply details as to the cost of operation and the work that may be accomplished by this modern method of transportation.



THE above is a reproduced page from MACK'S MESSENGER, a monthly publication on care and operation of motor trucks. One year's subscription free to prospective owners and drivers. Send address to International Motor Company, 30 Church Street, New York.

**T**HE Buddhists look upon the teaching of the Christian Missionary as a huge joke, and upon their Christ as a myth—the so-called Holy Bible as an obscene and barbarous book, as only fit to be read by savages and not by civilized men or women of this Twentieth Century. I am surprised that so many intelligent people of your country have such faith in it. You will read wonderful stories of how the heathen Chinese run to the missionary for the word of God. But

up glowing and elaborate reports of work done among the "poor benighted heathens," who worship only idols of wood and stone, and you have thousands of intelligent people who will be gulled by such lies, but they have an object, and that is to extract money from the people of America.

—Letter From a Burmese.

Man is a military animal, glories in gun-powder and loves a parade.—Bailey.



THE most critical year of the four college years is the Freshman. It is made critical by the youth of the men, by their responsiveness to whatever is offered, by the newness of conditions, by the lack of friendships, by the want of certain standards, and the lack of certain supports of intellectual and moral character. Most of these Freshmen are for the first time absent from their homes. The majority have come from the high schools of their towns or cities. Relatively few have come from such collegiate schools as Exeter or Andover or from what may be called the cloister schools. Those who are graduates of the collegiate Phillips Academies are not new men in any such sense as are the men who come from the high schools of their own home towns. These new men need—what?

—Charles F. Thwing.

✱ It must be stopped. I mean this profit system. All down the ages, society has been battling with the same problems that confront the good people of today. The child-labor question is not new, neither is it dimin-

ishing. We note the great wealth of the country, and frantically cry that this great needless sacrifice of the young and tender ones must be stopped. But hold, just so long as we have people living from profits, children will be sacrificed. The same is true of the White-Slave Traffic. So long as men can profit off the bloom of womanhood, she must perish. Then to do away with all these evils we must do away with the cause, which is the profit system.—Martha A. Porter.

## Old Hampshire Bond

[10]



WHEN you write to a friend as a friend—when you are *not* trying to sell him something—good taste demands that you eschew the business letterhead.

The question "what other stationery to use" is answered by Old Hampshire Bond Stationery.

*"The Stationery of a Gentleman"*

is a notepaper, with envelopes to match, for private, personal correspondence. It is as different from business stationery as a dinner coat is from a lounge suit.

*Sample packet mailed free. Will you ask for it?*

[11]

THE appearance of stationery often tells a very complete story of a firm's ideals and policies.

Think of the men to whom your yesterday's letters were sent.

Aren't they without exception men whom you would like to impress with your good taste and business judgment?

Old Hampshire Bond stands for quality, reliability and service. "Made a little better than seems necessary," it conveys the impression that you are unusually attentive to the requirements of present-day business conditions.



[12]

YOU should see the Old Hampshire Bond Book of Specimens. It shows a wide selection of letterheads and business forms. One style of printing, lithographing or engraving, on white or one of the fourteen colors of Old Hampshire Bond, is sure to express exactly the feeling-tone you desire for your stationery.

Write for it under your present letterhead.

*Hampshire Paper Company*

*South Hadley Falls  
Massachusetts*

*The only paper makers in the world making bond paper exclusively. Makers of Old Hampshire Bond, "The Stationery of a Gentleman," and also Old Hampshire Bond Typewriter Paper and Manuscript Covers.*

## A Plea For Loveliness

"Harper's Bazaar" recently printed a plea for loveliness. And the conclusion of the plea is this: "There could be no finer work in the world today for women than to band themselves together into a League for the preservation of Loveliness. For you may take it as a fact: all that is noblest and best in the human spirit, all that is gentlest and strongest and bravest, feeds upon loveliness." ¶ Women who realize the truth of this should study their personal appearance. Complexion ills do not add to loveliness. And here is where Daggett and Ramsdell's Perfect Cold Cream does its share of the good work. The makers of Perfect Cold Cream issue a booklet, "An Aid to Personal Beauty,"



which will tell you how to get and keep a good complexion with the assistance of this valued cream. ¶ A clear, sunny face and smooth, Duse-like hands are a part of the desired loveliness of which the world will never have enough. ¶ Daggett and Ramsdell's Perfect Cold Cream is made by chemists with a conscience. It is pure and clean. It does not grow rancid, but keeps as clear and sweet as Holland Tulips, to the bottom of the jar. ¶ The sales prices of this Sterling Product at all druggists are here listed: Jars, 35c., 50c., 85c., and \$1.50; Traveler's Tubes, 50c., 25c. and 10c. Send for a sample tube and the free booklet.

DAGGETT AND RAMSDELL

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D. & R. BLDG.

NEW YORK CITY

## Baird Factory Time Stamps

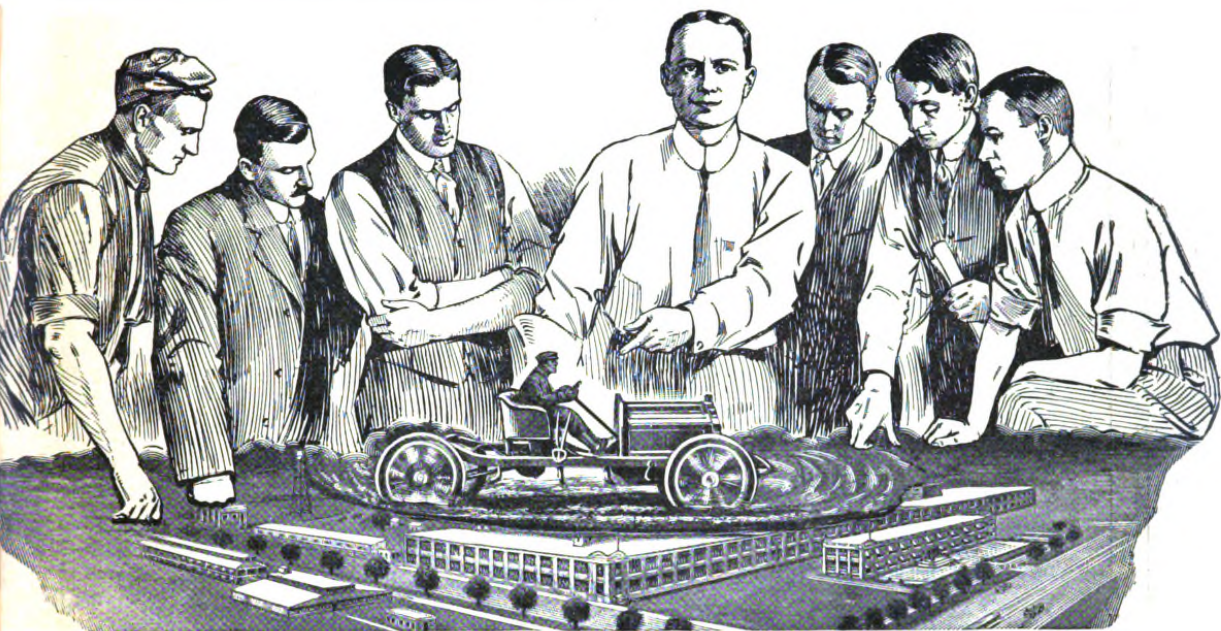
**T**HE Arrowgraph records on one ticket all the jobs a workman is engaged on during the day, and simplifies computing elapsed time on each job.

The Tempograph automatically computes elapsed time on hundreds of different tickets without possibility of error and deducts the noon period. Write for bulletin giving testimonials and information.



*Baird Electric Co., 3152 N. Halsted St., Chicago*





## Howard E. Coffin and His Engineers Build a New "33"—Self-Starting

¶ Howard E. Coffin and his Board of Engineers have built their master car—a car you start by merely pressing a button. ¶ These men practice the highest engineering principles the world knows.

¶ Engineers from abroad come here to study under these men. Their chief—like Thomas A. Edison in electricity—drives the milestones of automobile advancement. He and his men in other years designed the motors for more than a dozen manufacturers. Eighty per cent of all the better quality American cars have on them features designed by Mr. Coffin. ¶ He had *previously* built five famous cars—the industry's *leaders*. Each, in their time, was the car of the year. They were so far ahead of their day that several are still sold as leaders in their class.

¶ The latest and greatest achievement of these skilled engineers is the **New Self-Starting Hudson "33."**

### **You Press a Button to Start the Motor**

- ¶ That explains the operation.
- ¶ A child can do it as easily as it can push a button that rings an electric bell.
- ¶ It is like switching on the current that runs an electric fan.
- ¶ Yet the self-starting device of the New HUDSON "33" is not operated by electricity nor is it operated by compressed air.
- ¶ It has neither the weight nor complications common to all starters of those types.

¶ It weighs but  $4\frac{1}{2}$  pounds and has only twelve parts. Electric starters weigh 175 to 200 pounds—as much as the weight of an extra passenger. Compressed air starters weigh 60 to 75 pounds.

### **The Quietest, Simplest and Handsomest of All**

¶ The New Self-Starting HUDSON "33" is the quietest automobile built. It has power that will shoot it—with full load—up mountain roads—through sand and mud and always with a sensation of strength and of flying that is utterly lacking in many cars.

¶ The springs are of the most flexible, yet non-breakable, vanadium steel. People compare the New HUDSON "33" in riding comfort to cars of double its weight and cost.

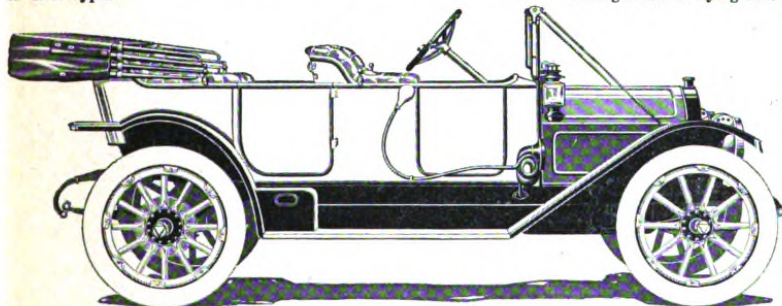
¶ It is pronounced by experts as the most graceful in line of any car regardless of price. In finish, in upholstery and in every detail of luxurious convenience it ranks in the class of \$2,500 automobiles.

¶ Have n't you at least a curiosity to see Howard E. Coffin's New HUDSON "33"?

¶ Its great simplicity will be a revelation to you.

¶ So popular was last year's "33" that more than 2000 failed to get the cars they had ordered, for we could not build them fast enough.

¶ We are leaders today in the number of new cars delivered and still the shortage continues. Better see the New HUDSON "33" before all these models, too, are sold.



The price for either of four models—Touring, five-passenger—Torpedo, four-passenger—Roadster, two-passenger, or Mile-a-Minute Speedster—is \$1600. Not a cent more is needed to equip either car before it is ready for use, for top, Self-Starter, Demountable rims, BIG tires, windshield, large gas tank, magneto—dual ignition system—and all things usually listed as extras are included. Write for illustrations showing how the New HUDSON "33" is simpler than any other car.

## **HUDSON MOTOR CAR COMPANY**

**7183 Jefferson Avenue, Detroit, Michigan**

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*As Written by Elbert Hubbard*

***Health and Wealth*** is a book for all the people for all the time—direct, simple and whole-hearted.

This collection of essays—thirty-two in all—on various phases of practical life shows how to keep well; how to make money and how to save it; also, how to secure all the happiness that is your due.

In ***Health and Wealth*** there are a half-dozen human-interest stories that are literary gems. Bits of wholesome philosophy that you and I can understand.

***Health and Wealth*** is a book for real people about real life—a commonsense book for commonsense folk.

With every subscription to ***The Fra Magazine***, a copy of ***Health and Wealth*** will be sent gratis, at once, as a premium.

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FRIEND: I enclose Two Dollars to pay the yearly subscription, so send ***The Fra Magazine*** and ***Health and Wealth***, gratis, and any other perquisites from time to time that are my due, without extra charge.

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## To Please His Inner Self

ALFRED DOLGE, the official Biographer by divine right of "Pianos and Piano-Makers," says of Hugo Sohmer, Master Builder of pianos: "Sohmer is a thorough Piano-Maker who has patented many improvements, enhancing the value of his product. With strongly developed artistic inclination, Sohmer has ever been satisfied to produce an artistic instrument, rather than merely to manufacture large quantities."

¶ And what Mr. Dolge says is absolutely true. Sohmer has always aimed to make pianos to satisfy His Inner Self, rather than merely to make money.

¶ And like all good work, this Piano made with an artistic Conscience has had its material reward, and the Sohmer is in popular demand. And though it is now necessary to make their Piano in large quantities, Sohmer and Company adhere absolutely to the Ideals of Piano-Making of Hugo Sohmer and his valued Co-worker, Joseph Kuder.

¶ The "Soulful Sohmer" is the piano of great energy, delicacy and perfection. Tone, touch and scale are points which reach their highest development in this piano. The Sohmer has durability and appearance, plus the highest artistic worth, and then the cost of the Sohmer is reasonable in comparison with its high standard of efficiency.

*Send for the Sohmer Literature, which will interest you*

### Sohmer & Company

Sohmer Bldg., 315-5th Ave., Cor. 32d St., New York City

## Burpee's Seeds Grow!

THE truth of this famous "slogan" is attested by thousands of the most progressive planters throughout the world—who rely year after year upon Burpee's Seeds as **The Best Seeds That Can Be Grown!** If you are willing to pay a fair price for **Quality-Seeds**, we shall be pleased to mail, without cost, a copy of **Burpee's Annual for 1912**. Long known as "The Leading American Seed Catalog" this Bright New Book of 178 pages tells the plain truth and is a safe guide to success in the garden. Do you want it? If so, **write to-day!** Address:

**W. Atlee Burpee & Company**  
Philadelphia

## THE BLUE RIBBON BUCKWHEAT FLOUR

Aulls' All-Buckwheat Flour is just what its simple, unpretentious name claims for it. It is the Blue Ribbon Buckwheat Flour which for nine consecutive years has taken the first prize at the Steuben County Fair.

Frank R. Aulls, the owner of the Campbell Roller Mills, is the originator of a process of manufacture which makes a very white flour with all of the deliciousness of the Buckwheat flavor retained.

And this man has a Quaker conscience concerning his product. He grinds night and day so that he can grind and ship the flour the same day that orders are received. He scorns the method of producing flour to be left lying around stores awaiting a buyer, losing flavor and accumulating dirt.

Aulls' Buckwheat Flour is as clean and white as a fairy face-powder, but it has the genuineness of the fine old farm product that sends memory back to days that were happy.

There is nothing like honesty in food-products, and Mr. Aulls', like Uncle Milo Jones of Sausage fame, is putting out the product he knows most about and can guarantee in all sincerity.

For One Dollar, Mr. Aulls will send you twenty-five pounds of his Buckwheat Flour. On orders of one hundred pounds or more, freight-charges will be prepaid.

If FRA readers once know what good Buckwheat griddle-cakes can be made from Aulls' Blue Ribbon Flour, the Campbell Roller Mills would have to grind about twenty-five hours a day. Order today.

FRANK R. AULLS, Owner

CAMPBELL ROLLER MILLS, COR. 1ST & 2ND STS., NEW YORK

## WHY With Common-Sense Ear Drums—"Wireless Phones for the Ears"

FOR TWENTY YEARS the Common-Sense Ear Drums have been giving good hearing to hundreds of thousands of deaf people, and they will do the same for all who try them. ¶ Every condition of deafness or defective hearing is being helped and cured, such as Catarrhal Deafness, Relaxed or Sunken Drums, Thickened Drums, Roaring and Hissing Sounds, Perforated or Partially Destroyed Drums, Drums Wholly Destroyed, Discharge from Ears—no matter what the cause or how long standing the case may be, there is hope of good hearing for all the afflicted deaf. ¶ The Common-Sense Ear Drum is made of a soft, sensitized material, comfortable and safe to wear. They are out of sight when worn, and easily adjusted by the wearer. ¶ Good hearing brings cheerfulness, comfort and sunshine into the life of the lonely deaf. Our Free Book, which tells all, will be sent on application. Write for it today to



**MURPHY Varnish**  
lasts enough longer  
to make it cheaper than  
cheaper Varnish would  
be as a gift



More of Chopin's music is sold in America every year than was sold altogether during the lifetime of the composer. Americans have fostered the best Music. That such a widespread distribution of Chopin's music must have a potent and powerful effect upon the race goes without argument, although the farthest limit of that influence no man can mark. It is registered with Infinity alone. Thus does that most kind and gentle revolutionist, Frederic Chopin, live again in minds made better.

Signor Giacomo Puccini is the logical successor of Chopin, Mendelssohn and Wagner. The delicacy, also the strength, of his operas are exerting a wonderful influence on modern music.

¶ Mr. Henry W. Savage, who stands pre-eminent as a producer of Grand Opera in English, was responsible for the production of "Madam Butterfly," Puccini's beautiful opera, based on our own David Belasco's and John Luther Long's Play.

Now Mr. Savage is offering us Puccini's masterpiece, "The Girl of the Golden West," which is also built on Mr. Belasco's famous American Play of the same name. Mr. Savage will again equal his "Parsifal," "Madam Butterfly" and his Standard Opera Productions in English with an amazing presentation of the great Italian Composer's new opera.

Mr. Savage, while in Europe, engaged the most famous English Singing Artists of the world. He also engaged three world-renowned conductors. He secured three alternating artists for each principal character in the opera.

This is the most extravagant and sumptuous production of grand opera ever taken on tour. The tour began in October and will include all of the principal cities from Coast to Coast and from Canada to the Gulf. ¶ Hearts and minds all over this country will be made better and enriched by this charming opera. There is a lure and an uplift in Puccini's Music. The grace, gentleness and sublimity of the composer's soul is best shown in his new opera. There is a beauty and kindliness, yet withal a wonderful strength of purpose, in the strains of his very human music. ¶ No other living composer but Puccini could have so well set the plays of David Belasco to music. The entire production is under the personal care of Mr. Savage, which guarantees success.

The story of the Girl centers upon three characters: Minnie, the owner of the "Polka" Saloon in the California Mountains; Jack Rance the Sheriff; and Dick Johnson, who is Ramerrez, a notorious highwayman. The souls and thoughts of these three characters are interwoven through the subtle Puccini score. On the last curtain, when the boys say tearful good-byes as Minnie and Johnson turn their faces toward the East and the rising sun, to face a new life beyond the Sierras, Puccini brings you to realize that there are some things in life too bitter-sweet for words. The soft, exquisite music sends you home with a new understanding and a deeper appreciation of the glory of life, whether you live in the conservative East or the golden West.

*The Libretto of "THE GIRL OF THE GOLDEN WEST" in English will be mailed to any address on request at 25 cents the copy.*

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brain has been set each scene of woman's struggle, in faithful detail.

Life is serious to her. She is trivial in nothing. She has the courage to be honest with herself.

As a girl she wrote:

"I saw a woman sleeping. In her sleep she dreamt Life stood before her, and held in each hand a gift—in the one Love, in the other Freedom. And she said to the woman, 'Choose!'

"And the woman waited long: and she said, 'Freedom!'" ¶ "And Life said, 'Thou hast well chosen. If thou hadst said, 'Love,' I would have given thee that thou didst ask for; and I would have gone from thee, and returned to thee no more. Now,

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the day will come when I shall return. In that day I shall bear both gifts in one hand.'" This was the girl's dream of what life could offer, and it suggests a woman's knowledge of what her choice must be.

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The directness of Olive Schreiner's words tells of the honest purpose that has been the underlying, constant force which has wrought, in bitterness and in joy, a new ideal for Every-woman.

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and of world development, until we see how woman has fallen, all unsuspecting, into the condition of a parasite, gaining her living from the life of another. Parasitism is the world-wide and age-long curse.

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This statement, with a certain specious semblance of truth, is yet, we believe, radically and fundamentally false. It is true that both the male and the female problem of our age have taken their rise largely in the same rapid material changes which during the last centuries, and more especially the last ninety years, have altered the face of the human world.

"Both men and women have been robbed by those changes of their ancient remunerative fields of social work: here the resemblance stops. The male, from whom the changes of modern civilization have taken its ancient field of labor, has but one choice before

that has yet threatened the development of mankind ☛ ☛

Olive Schreiner says regarding the unemployed male or female:

"It is often said that the labor problem before the modern woman and that before the unemployed, or partially or almost uselessly employed, male are absolutely identical, and that, therefore, when the male labor problem of our age solves itself, that of the woman will of necessity have met its solution also.

him: He must find new fields of labor, or he must perish ☛ Society will not ultimately support him in an absolutely quiescent and almost useless condition.

"'Find labor or die,' is the choice ultimately put before the human male today, as in the past; and this constitutes his labor problem.

"The position of the unemployed modern female is one wholly different. The choice before her, as her ancient fields of domestic labor slip from her, is not generally or often

at the present day the choice between finding new fields of labor, or death; but one far more serious in its ultimate reaction on humanity as a whole—it is the choice between finding new forms of labor or sinking slowly into a condition of more or less complete and passive sex-parasitism.

"Other causes may and do lead to the enervation and degeneration of a class or a race. The parasitism of its child-bearing women must!"

In every age up through the progress of the race, women have had their work and borne their burdens side by side with men. They were not separated in their work nor by it. Uncon-

sciously all worked for a common purpose, the building of the race.

Today, thoughtful men and women are beginning to draw a clear conclusion from the past.

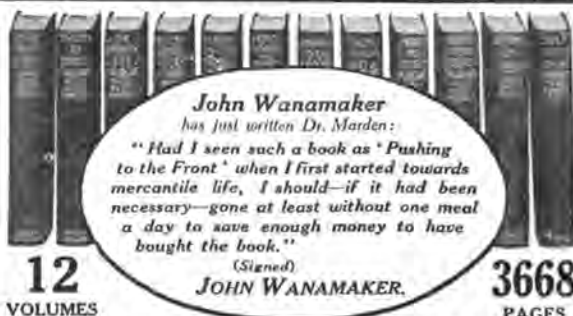
¶ When all labored, all were strong, for each earned the right to live—or he died.

Civilization after civilization has struggled into world prominence, then wealth, then power, then ease; then defeat, decay, ruin, death.

And conquerors have come from the new

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land to the West—barbaric, brutal, but vital. ¶ They had no chance for ease. These were fighting men, and their women shared with them the work and woe, the health and glory of the struggle.

Of woman and war she says:

"We have in all ages produced, at an enormous cost, the primal munition of war, without which no other would exist. There is no battlefield on earth, nor ever has been, howsoever covered with slain, which it has not cost the





## RESULTS

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ing that fits for Labor.”

And Life said, “Thou hast well chosen. If thou hadst chosen Love, I would have given what thou didst ask, and Love would have gone from thee before many days—to return no more. But with Labor, Love shall live, and thou shalt see, as the prophet of old, a new heaven and a new earth, and Love shall dwell therein—the Love of comrades and co-workers.”

—Beulah Hood.

## ■ FLOWERS ■ AND ■ CHIFFONS ■

Heretofore, florists have sent to France for the Chiffons which they used to adorn their flowers. The Parisian Manufacturers held this trade for years, but they finally got into competition and the quality took a drop with the price, and then they offended the esthetic tastes and demands of American Florists, who discontinued the use of Chiffons in their work. ¶ American Manufacturers are proving every day that they can equal all importations and save patrons money. It was Lion and Company who saved the situation as regards Chiffon. About a year ago they started to have especially manufactured in America the “Colonial Brand of American Florists Chiffons.” ¶ Florists should not get too near to growing things to forget the business side of their profession. Lion and Company are giving American Florists this aid to better work, in the hope that it will create a greater interest in Flowers for every occasion. By getting Chiffon into the hands of intelligent Florists, with serious purposes, they will add to the beautiful things of the world. ¶ Poor Chiffon poorly used has created some bad impressions; but the beautiful product of Lion and Company, which they are producing in six unique and alluring patterns, is fast destroying any prejudice against Chiffon. The cost of Chiffon is less than the average ribbon, but it certainly creates a more beautiful combination with Flowers. This Chiffon is made in Pink, White, Light Lavender, Purple, Nile, Moss and Yellow. Prices can be had on application. There is no argument needed for this Chiffon after you once see it, and to convince you, the creators of the “Colonial Brand of Florists Chiffons” will send Florists a generous sample.

LION & COMPANY, 213 Fourth Avenue, New York

HE has achieved success who has lived well, laughed often and loved much; who has gained the respect of intelligent men and the love of little children; who has filled his niche and accomplished his task; who has

women of the race more in actual bloodshed and anguish to supply, than it has cost the men who lie there. We pay the first cost on all human life.”

This is the primitive problem and it has had its barbaric solution.

To Olive Schreiner, the woman, Life has appeared again holding a gift in each hand. In the one, Labor; in the other, Love.

And Life said to the woman, “Choose”—and the woman said, “Labor—and the train-

left the world better than he found it, whether by an improved poppy, a perfect poem or a rescued soul; who has never lacked appreciation of earth's beauty or failed to express it; who has looked for the best in others and given the best he had; whose life was an inspiration; whose memory is a benediction.

—Mrs. A. J. Stanley.

The most important person in America is the woman who thinks.—Elizabeth Marbury.



**T**HIS world is a man's world. The things I dearly love, such as science, my profession, statecraft, are, I have ever been told, unwomanly.

If these things are for men alone, then democracy is a failure. If they belong to men and women, then why do we not try an experiment in real democracy, the democracy of all the people, "deriving its just powers from the consent of the governed"?

I am an outlaw against your man-made laws. Compliance is but convenience. You tax me, arrest me, try me, hang me, I pay you to keep anything which runs on four legs, or four wheels.

Taxation without representation is tyranny.

You men, collectively, are tyrants. ¶ "Rebellion against tyrants is obedience to God."

You can make this a kinder world for women by giving them the ballot.

—Anna E. Blount, M. D.

**T**HE great duty of life is not to give pain; and the most acute reasoner can not find an excuse for one who voluntarily wounds the heart of a fellow-creature. Even for their own sakes, people should show kindness and

regard for their dependents. They are often better served in trifles, in proportion as they are rather feared than loved; but how small is this gain compared with the loss sustained in all the weightier affairs of life! Then the faithful servant shows himself at once a friend, while the one who serves from fear shows himself an enemy.

—Frederica Bremer.

Fear ever springs from ignorance.—Emerson.

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Cover Portrait, MADAME CURIE

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4th—UNDERWOOD	E. A. TREFZGER	107	" " "
5th—UNDERWOOD	J. L. HOYT	106	" " "

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**HERE** is one way to be free. That is to give others the freedom we desire for ourselves.

There is one reason why women should be given the ballot. That is because men have it for themselves.

Intelligence is not a matter of brain and brawn. It is a matter of consciousness. And women have as much right to enter the region of consciousness as men. In fact, they have done so. Women are leaders in all New

idea of justice if she is not possessed of it? How can she give him honor if she lacks it in her composition? Where does he get the superior brain power he boasts of if his mother lacks force in thinking?

Women are entitled to freedom, as men are entitled to freedom. Special privilege is outlawry. It is outside of all law. And it is just as much a special privilege for man to vote against woman without her being able to vote back as it is for him to eat meat and deny

her the same savage privilege.

¶ Who knows what the result of woman's voting will be? I don't, and I don't care. It will not be as wrong from any standpoint as the wrong of refusing justice to all. So far as it has been demonstrated, the ballot has not wrought much improvement in the conduct of government. No doubt honest men are greatly in the majority. No doubt they vote right according to their information. But there is much party prejudice to overshadow clear thinking and the money-bag at the other end of the line after election. The failure of ballot government is acknowledged by the demand for the "recall." If

it were possible to elect honest men, there would be no need of this.

Woman is just as much entitled to everything that is good as is man. If the ballot is good she should have it. If it is bad and she is bound to have it, let her. That is the only way to get on. When we find out that drinking whisky does not give us the lasting pleasure that we get from a good book, we take the saner method of excitement and have less trouble. When we find, as we are finding every

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An Appreciation by Fra Elbertus

THE object of education is the welfare and happiness of the individual here and now and through this the ultimate good of the whole race. Safety and sanity for us lie in human service.

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day, that government is not in the house of men, but in the Temple of God, we shall get on with less friction.

But first let us all, men and women, make up our minds to be square. Let us look ourselves in the face.

These are elemental forces in the principle of government. First we have to govern ourselves. Men will never conquer themselves as long as they refuse the utmost liberty to their brothers and sisters.—C. E. Banks.

## The Society of Gillette Shavers

OME people make money; some make friends. But the ideal thing is to acquire both. King C. Gillette has done this. Men everywhere hail Gillette as their friend. Through the Gillette Safety Razor, he has done them a service which adds to their happiness. Millions of men testify to the excellence of the unrivaled Gillette as a daily shaver for men with any kind of a beard. The Honorable Society of Gillette Shavers is composed of men of every type, nationality, creed, profession, business and craft. Time, money and temper are saved to the world by the Gillette. This razor eliminates stopping, honing and skin-irritation. Simplicity, strength, rigidity, absolute safety, adjustability and durability are Gillette watchwords. Gillette features are exclusive with the Gillette Safety Razor. It is incomparable in the service it renders. It is the only razor that can be adapted to the wearing demands of light, heavy or wiry beards, tender or tough skin. A slight turn of the screw-handle and you have the desired adjustment.

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age, received the Gegner prize from the French Academy of Sciences, nominally for her extensive researches relating to the magnetic properties of iron and steel, although the report of the awarding committee also alludes, in terms of the highest commendation, to her researches in radio-activity which she had already begun, in co-operation with her husband, and to their recent discovery of the radio-active element which Mme. Curie named Polonium, in honor of her native country.

—"Truth."

HERE is no moment like the present; not only so, but, moreover, there is no moment at

MARIE SKLODOWSKA CURIE is an honorary or foreign member of the Royal Institution of Great Britain, the London Chemical Society, the American Philosophical Society, the American Chemical Society, the Imperial Academy of Sciences in Saint Petersburg, the Royal Swedish Academy and other learned bodies, and has received the honorary title of Doctor from the universities of Geneva and Edinburgh. In Eighteen Hundred Ninety-eight Mme. Curie, then thirty-one years of

all, that is, no instant force and energy, but in the present. The man who will not execute his resolutions when they are fresh upon him can have no hope from them afterwards: they will be dissipated, lost, and perish in the hurry and scurry of the world, or sunk in the slough of indolence.—*Maria Edgeworth.*

I find the great thing in this world is not so much where we stand as in what direction we are moving.—*Oliver Wendell Holmes.*



**I**F E appears to me to be too short to be spent in nursing animosity or in registering wrongs. We are, and must be, one and all, burdened with faults in this world; but the time will come when, I trust, we shall put them off in putting off our corruptible bodies: when debasement and sin will fall from us and only the spark will remain, the impalpable principle of life and thought, pure as when it left the Creator to inspire the creature: whence it came, it will return, perhaps to pass through gradations of glory.

It is a creed in which I delight, to which I cling. It makes Eternity a rest, a mighty home;

not a terror and an abyss. Besides, with this creed revenge never worries my heart, degradation never too deeply disgusts me, injustice never crushes me too low: I live in calm looking to the end.—*Charlotte Bronte.*

**T**HE great art in writing advertisements is the finding out a proper method to catch the reader's eye, without which a good thing may pass over unobserved, or be lost among commissions of bankrupt.—*Addison.*



**A** Chivalrous escort *always* at your command for theatre, shopping tour, reception, luncheon, or boulevard drive—the Detroit Electric.

The *charm* of this social equipage is due not alone to its *correct* style, generous dimensions, rare upholstery and complete appointments, but more to the masterly use of *exclusive* mechanical principles that make for silence, simplicity, cleanliness, strength, long life and safety.

The following features of the Detroit Electric are noteworthy:

**Horizontal Speed Control Lever**, allowing full seat room.

**Double Safety Brakes** (patented), operated by either the hand or foot or both. They are positive, giving a sense of complete mastery to the most timid.

**Aluminum Body Panels**. Light in weight, strong, easily repaired and do not check or crack.

**Direct Shaft Drive**, "Chainless" (patented). No concealed chains at the motor to rattle and wear.

Divided front windows of French plate glass, extra wide doors opening forward, long flexible springs, long wheel base, drop frame, full floating axle, ball bearing steering knuckles.

Thomas A. Edison has given the Anderson Electric Car Co. the *exclusive* right to instal his famous battery in Detroit Electric Pleasure Cars. This is an unqualified endorsement of Detroit Electric construction.

**TIRES**:—Special Electric Pneumatic or Cushion.

**BATTERIES**:—Edison, —nickel and steel; Detroit, Ironclad and Exide—lead. Edison and Ironclad at an additional cost.

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**T**HERE are three kinds of silence. Silence from words is good, because inordinate speaking tends to evil. Silence or rest from desires or passions is still better, because it prompts quickness of spirit. But the best of all is silence from unnecessary and wandering thoughts, because that is essential to internal recollection, and because it lays a foundation for a proper regulation and silence in other respects.

—*Madame Guyon.*



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they are strong, or the mind is pliant to their impression. But the soul, though at first lifted up by the event, is every day operated upon with diminished influence; and at length subsides into the level of its usual tranquillity. Should some unexpected turn of fortune take thee from fetters, and place thee on a throne, exultation would be natural upon the change; but the temper, like the face, would soon resume its native serenity.

—Goldsmith.

**SOCIETY** is the true sphere of human virtue. In social, active life, difficulties will perpetually be met with; restraints of many kinds will be necessary; and studying to behave right in respect

to these, is a discipline of the human heart useful to others and improving to itself. Suffering is no duty, but where it is necessary to avoid guilt, or to do good; nor pleasure a crime, but where it strengthens the influence of bad inclinations, or lessens the generous activity of nature.—Elizabeth Carter.

Man is certainly stark mad; he can not make a worm, and yet he will be making gods by dozens.—Montaigne.

## 51,000 Californians are saying to you:

The Sunset Indian will introduce you. He is the emblem of the Sunset League, composed of the men and women who know California and the Pacific Coast States. Some of these people live beyond the Rockies, some "down East."

but every last one of them really knows the great West. Thousands of them have come from your State, your county, your town—they're your kind of people. California is not a foreign land, but the most beautiful part of your own country; yet so different, so wonderful, that few can realize the truth of what they read about it.

You must really live the days and nights of this glorious, blooming California of yours to know it. There's a family in your very neighborhood that knows California and the West, who will tell you of this wonderland. Let us make you acquainted. Even if you are only thinking about the West, and the Panama Exposition of 1915, you want to think right—that's why we so frankly ask

**What's Your Name?** and where do you live? We want to know you personally. We want to send you booklets and magazines and pictures that will help you understand California as we understand it—and let you drink in some of the abundant glories of this land of charm—enough for us all. Here flowers bloom the year round; winter is only a name, for snow-capped

## "LET'S GET ACQUAINTED!"

mountain tops and blooming valleys thrive side by side. Summer is never burdensome. And here lies the real romance of the Orient, without the dirt; and the wonderful Pacific that laps the shores of Japan and washes the sands of the Golden Gate.

**Are You the Sort** of man or woman who really and truly wants to live life at its best—not one month, or three, or six, but twelve full months out of every year? And live that life of sunshine and pure joy on incomes that are swallowed up in the hurly-burly babel of the East. Are you that manner of a man or woman who is looking forward to a visit to the Panama Pacific Exposition? Would you care to be welcomed as a friend of over fifty thousand California folks?

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**EVERY** mind seems capable of entertaining a certain quality of happiness which no institutions can increase, no circumstances alter, and entirely independent of fortune. Let any man compare his present fortune with the past, and he will probably find himself, upon the whole, neither better nor worse than formerly. Gratified ambition, or irreparable calamity, may produce transient sensations of pleasure or distress. Those storms may discompose in proportion as

**A CHILD'S**  
eyes! clear

wells of unde-  
filed thought;  
what on earth  
can be more  
beautiful! Full  
of hope, love  
and curiosity,  
they meet your  
own. In prayer,  
how earnest; in  
joy, how spark-  
ling; in sym-  
pathy, how  
tender! The  
man who has  
never tried the  
companionship  
of a little child  
has carelessly  
passed by one  
of the great  
pleasures of life,  
as one passes  
by a rare flower  
without plucking  
it or knowing  
its value. A child  
can not under-  
stand you, you  
think: speak to  
it of the holy  
things of your  
religion, of your  
grief for the  
loss of a friend,  
of your love for  
some one you  
fear will not  
love in return:  
it will take, it  
is true, no

measure or soundings of your thought; it  
will not judge how much you should believe;  
whether your grief is proportional to your  
loss; whether you are worthy or fit to attract  
the love you seek; but its whole soul will  
incline to yours, and engraft itself, as it were,  
on the feeling which is your feeling for the  
hour.—*The Honorable Mrs. Norton.*

I wish men to be free as much from mobs as  
kings—from you as me.—*Byron.*

## You Can Have Health, Wealth, and Happiness

Are you a business and social success, or  
merely one of the submerged millions?  
Are you a master, or one of the oppressed?  
How do you stand in your community, here you  
force and distinction?  
Do you get out of life all the health, happiness  
and wealth you should, or have you given up in dis-  
pair? Will you leave the world worse off for  
having lived? Think this over, decide—then write me  
for my system of **Deductive Thought**.

You can be exactly what you will be.  
Great Men and Women are those who know how  
to be great. To do the right thing at the right  
time and know it is right, is the problem. I have worked  
out the plan. It is the application of "**Deductive Thought**." It  
saves me, and can save you. If you are already a power, **Deductive**  
**Thought** will make you a greater one, be you man or woman. **Deductive**  
**Thought** can lift any **Ambitious Man or Woman** to  
**Health, Happiness and Wealth**. There is no such thing as luck.



Frank D. Follansbee

Eight years ago I was an ordinary clerk, sickly, dis-  
couraged and miserable, earning but a few dollars  
per week and without hope until I realized that the  
world and its good things were created  
for me if I would but think right and live right.

Today I am the head of two big corporations doing an  
international business. I am happy, strong and well-to-  
do, with a growing family, and I envy no man and would  
trade place with none, all because of my discovery.

Success in life, Physical, Social and Finan-  
cial, is what you make it. What will yours be? Big  
Money is not made by routine work, but by the execution  
of my system of **Deductive Thought**. Make the most of  
your life. You owe it to those who depend upon you as well as to  
yourself. I can help you if you will write me at once for particulars.  
My time is limited, so don't delay. It will cost you nothing to write  
and learn the truth. **Mail to "X K A" and address Frank D. Follansbee,**  
7157 Yale Ave., Chicago, Ill.

## The Four Gospels

A BOOK BY MARILLA M. RICKER

**J**UST now, when the thought of the world is centered  
on the preparation of lists of great people, the Ports-  
mouth "New Hampshire Times" suggests the name  
of "its most illustrious woman citizen, the distin-  
guished lawyer, author, thinker and statesman, Mrs. Marilla  
M. Ricker. She has few equals and no superior among the  
noted women of this and other lands."

It will please the friends of this interesting woman to know  
that Mrs. Ricker has just issued a new book which she calls,  
"THE FOUR GOSPELS." These Four Gospels are devoted  
to Robert G. Ingersoll, Thomas Paine, John Calvin and Jona-  
than Edwards. ¶ This volume also contains an interesting Fore-  
word, and the author adds a militant chapter on "What Is  
Prayer?" ¶ With all Mrs. Ricker's criticisms she has a wonder-  
ful optimism, and her book is a book of cheer. Says Mrs.  
Ricker: "There is one faith that is beautiful: the faith of  
Youth, with its bright hopes, its glowing enthusiasm; the faith  
in man, in what he has done and in what he can do."

The book will sell at One Dollar. Copies can be had by send-  
ing your remittance and address to the author.

Marilla M. Ricker, Dover, New Hampshire

★ I AM a believer in Woman's Rights, in  
every one of them, and I like a man who  
likes a woman well enough to let her have a  
voice in human government. I like Thomas  
Paine because he believed in giving woman  
her right to "life, liberty and the pursuit of  
happiness," not only in her home, but outside  
of it.—*Marilla Ricker.*

A superior man is modest in his speech, but  
exceeds in his actions.—*Confucius.*

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## THE FARMER'S FRIEND

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ITY Folks who go to the musical shows think that the farmer's life is one big joy—just dancing the barn dance with pretty girls in pink gingham and French shoes, and drinking cider from shiny tin cups.

¶ Necessity makes businessmen of us all, and so it happens that today the farmer is a businessman. The very nature of his occupation, the producing and selling of his products, places him as a commercial figure of the greatest importance. And like all good businessmen, the farmer has his troubles, and one of them is Roof Troubles.

¶ His own sky-piece may be all right, but the one on his barn is sometimes all wrong. Nice wet days he is compelled to climb up there with a bunch of shingles. Like as not he has a slate roof sliding off by degrees or a rusty tin roof full of holes. Perhaps a tar roof is doing an imitation of molasses every warm day.

¶ And right now, while the farmer is listening, we suggest that he start his Spring arrangements right by investigating Monarch Asphalt Roofing. ¶ Monarch Roofing costs more than other roofings, but it is worth more. Its cost is from Twenty-five Cents to Fifty Cents a square more than most of the other roofings, but all other composition roofings must be coated with paint every two or three years at a cost of from Seventy-five Cents to One Dollar per square.

¶ Three-ply Monarch Roofing will outlast the building. Many wealthy men are using Monarch Roofing on both their country and their city buildings. But do not let it be inferred that Monarch Roofing is for the plutocrat only. Monarch Roofing is for the million as well as for the millionaire.

¶ Pitch Lake Trinidad Asphalt is the base of Monarch Roofing. This is combined with wool felt. Monarch Roofing has all the beauty of a silver linoleum, because of the ground slate and mica which is used as a fireproof dressing.

¶ If you want to know more about Monarch Roofing (and every one who owns buildings of any nature should) you can secure detailed information from the makers. They will give your correspondence courteous and exacting attention.

¶ Remember that Monarch Roofing is the only roofing that is not affected by acids, vapors or gases, that it will not run in Summer.

¶ Its first cost is really lower than that of other roofings, because no re-coating with paint is ever required. So write for information today.

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Stowell Manufacturing Co., Jersey City, N. J.

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## The Kimono of Joyous Youth

THE Japanese coquette with color—pure lilac, silver gray and diaphanous green. They poetize everything they touch—silks, iris, little tassels, yellow chrysanthemums, cherry-blossoms—they are all full of divine suggestion and joyous expectancy.

About a Vantine Kimono, you can almost detect a faint perfume, long remembered, never to be forgotten. The Vantine Japanese Kimono is a suggestion of all you most admire and

love best. It speaks of youth—joyous, hopeful, lovely youth.

Shown here is a white silk crepe Kimono, embroidered with pale blue iris, green leaves and delicate lavender wistaria blossoms. It can be had also in blue, pink, lavender, black or gray silk crepe. The price is Seventy-five Dollars. Nowhere but at Vantine's, on this side of the globe, can you buy such an exquisite and beautifully made Kimono.

Vantine's have issued a booklet, describing a number of Kimonos, Combing Jackets and Mandarin Coats, and will be glad to send you a copy free of charge.

Vantine Kimonos range in price from Three Dollars and Fifty Cents for the inexpensive but serviceable cotton crepe Kimonos to the Kimono

de luxe of gold embroidery at One Hundred Seventy-five Dollars. ¶ Information will be cheerfully sent you regarding anything you may wish in the way of things for boudoir wear.

When in New York be sure and visit Vantine's. It is the store of many wonders and much delight. All the beauty of Oriental Art is yours to gaze upon and to possess if you wish.

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**I**F you have a surplus of Happiness during this Holiday season, why not telephone a part of it to some one else who has less?

You can put Kindliness and Forgiveness and Laughter on the wire. You can remind your old-time friends that you have not forgotten them.

Happiness, you know, is the only thing in the world that increases the more you give it away.

—HERBERT N. CASSON



## A Breakfast Dish of Inspiration

Bradford, the Cartoonist of The Philadelphia "North American," says that his favorite poet, Jingling Johnson, gets his inspiration from Pennsylvania Scrapple.

If Jingling Johnson ever gets a taste of Big Oak Dairy Farm Scrapple, Bliss Carmen and Clinton Scollard will have to fasten on their laurels with interlocking bolts.

Big Oak Dairy Farm Scrapple is a breakfast dish that would make any man enthuse, no matter how familiar he is with good things to eat.

Fra George O. Mercer, the genial proprietor of Big Oak Dairy Farm, and his folks make Scrapple of the best parts of fine, clean, little porkers. The pigs are raised by the people who make this Scrapple.

Big Oak Farm is a model of sanitation, convenience and cleanly scientific methods of preparing Scrapple and Sausage.

Be sure to send in an order for Scrapple so that you can have it early in January. Six-pound boxes for One Dollar. If your grocer can not supply you, the Manager of Big Oak Dairy Farm would like to have his name and address. For One Dollar and Twenty-five Cents, the Farm will express a box of Big Oak Scrapple to you prepaid.

Big Oak Dairy Farm, Downingtown, Penn.

## A CIVILIZING INFLUENCE

¶ Four hundred twenty-five years before the Birth of the Nazarene, Socrates said, "The gods are on high Olympus, but you and I are here." And for this—and a few other similar observations—he was compelled to drink a substitute for coffee—he was a come-outer.

¶ Within the last thirty years, we have adopted the Socratic proposition that "you and I are here." And the man who did more than any one else to advance this civilizing idea was Robert G. Ingersoll. We have to thank the Dresden Publishing Company of New York for issuing his books in the form in which they will do the most good—gathered together in a readable, beautiful and attractive way.

¶ If the Dresden edition of Colonel Ingersoll's works could be put on the library-table of every family, civilization, humanity and morality would be great gainers. Simplicity, knowledge and poise result from reading Ingersoll. That man is greatest who best serves his kind. Ingersoll did this.

¶ In order to give Ingersoll's writings the widest possible publicity, the publishers will send, during the month of January only, upon receipt of ten cents in stamps (regular price, twenty-five cents), a copy of Ingersoll's lecture, "Liberty to Man, Woman and Child," together with interesting circular matter descriptive of the work.

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18 East 17th Street - - New York City

## Getting the Most Out of The Soil

Farming today is the serious concern of some of the brainiest men in the world. To get the most out of the soil with the least expense is the vital issue. Waving grain is only Nature's way of beckoning us to work. Man must evolve what Nature suggests. She meets us only one-fourth of the way. We know that this is so, because, by digging, building and changing the earth, we get more than we ever dreamed of.

John Ruhm, Jr., is teaching us some valuable lessons along the line of increasing the productivity of the soil by the use of Ground Phosphate-Rock, the most economical and only permanent soil-builder.

An application of from one thousand to two thousand pounds per acre will furnish an abundant supply of phosphorus for five to ten years.

The Ruhm Phosphate Mining Company is prepared to meet the demands created by

educational work along this line. This concern has the most up-to-date grinding plant of any company in the United States, and is the only concern that has an equipment with which the material can be ground to a fineness so that ninety per cent will wash through a 100-mesh and seventy per cent through a 200-mesh screen.

Mixed with manure, no better fertilizer or soil nourishment can be found. It will not be washed or carried off in drainage.

Mr. Ruhm will be delighted to advise you as to your personal problems along this line, with no cost to you. Of course, his object will be to interest you in his product. Ground Phosphate Rock and Mr. Ruhm's methods of producing and marketing it are of greatest importance to all farm-owners who want to make profits out of the land.

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Ground Rock Branch of Ruhm Phosphate Mining Company, Miners and Shippers of Tennessee Phosphate-Rock



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Chiclets carry the happy thought that you can soothe tired nerves, aid digestion, and add to your peace of mind by chewing gum without being offensive. Chiclets are Gum-refinement for people who care. Discriminating dealers everywhere sell and recommend Chiclets. 5 cents the ounce, and 5, 10 and 25 cent Packets.

SEN SEN CHICLET COMPANY, Metropolitan Tower, New York

the buffalo to die out and the Indian to become practically obsolete; the State has given over its coal-mines and its forests to the human parasite, and, indeed, wherever it has been placed in charge of anything valuable, has usually managed to destroy it in the end —

Spartan children were raised by the State—for what?—to be killed in war. ¶ But even in time of war the State does not know how to take care of its men; usually more of them die by disease than by bullets. ¶ No! What the average mother needs is not to have her child taken away from her, but to be insured against want; every mother has a claim on the

THE incompetence of mothers has long been the theme of critics. Now comes the reformer who wishes the State to take care of the children — Babies should be removed at an early age from their parents and scientifically raised.

This is by no means a new idea, but its reiteration gives it emphasis.

We are not at all sure that the State is as competent as the average mother, hopeless as she may be — The State has permitted

State; every State has an obligation to the mother. The State should protect the mother against want, and—in cases where it is necessary—against the child's father.—“Life.”

THE joys and sorrows of others are ours as much as theirs, and in proper time as we feel this and learn to live so that the whole world shares the life that flows through us, do our minds learn the Secret of Peace.

—Annie Besant.

**T**ELL me not of the trim, precisely arranged homes where there are no children; "where," as all good Germans have it, "the fly-traps always hang straight on the wall"; tell me not of the never-disturbed nights and days, of the tranquil, unanxious hearts, where children are not! I care not for these things. God sends children for another purpose than merely to keep up the race—to enlarge our hearts, to make us unselfish, and full of kindly sympathies and affections; to give our souls higher aims; and to call out all our faculties to extended enterprise and exertion, to bring round our fireside bright faces and happy

smiles, and loving tender hearts. My soul blesses the Great Father every day that He has gladdened the earth with little children.  
—Mary Howett.

**S**UFFERING for four days with lock-jaw, superinduced by vaccination, Mrs. Ellen Nora Snodgrass, aged thirty-nine years, died Tuesday night at her home in Hemlock, Howard County. The funeral will be held this afternoon from the Baptist Church at

## To Motorists:

### Greeting:

**I**N the next and several successive issues of *The Fra*, The Diamond Rubber Company will talk to you from a space like this one ☛ ☛ ☛

It Will  
Pay You To Listen

Hemlock, and burial will be had in the Albright Cemetery. Mrs. Snodgrass is survived by her husband, a hardware merchant in Hemlock, and one son, Walter. The family have been residents of Howard County for eleven years.

—Frankfort (Indiana) "Times," May 18, 1911

I don't believe that harmless cheerfulness and good-humor are thought greater sins in Heaven than shirt-collars are.—Dickens.

# What would the Galilean Carpenter think of This?

## *And this happened in 1911!*

The mystery of the Eucharist—the consecrated bread of the communion—was exemplified in the presence of the chief prelates and priesthood of the Catholic Church in America, who met as the Eucharistic Congress at Saint Peter's Cathedral, Thursday ~~20~~ 20.

The Eucharist—the bread—prepared by nuns and consecrated by priests—was enclosed in a monstrance—a golden, hollow disk, covered with glass and radiating tapering shafts of gold, signifying light.

The consecrated bread behind the glass had the appearance of a thin, round wafer, but the true faith, as promulgated by Pope Innocent the Second, in the year Twelve Hundred Fifteen, holds that only in appearance does it remain bread, being in actual substance the veritable body of Christ.

The Eucharistic Congress is being held for the purpose of giving emphasis to the belief held by two hundred thirty million Catholics the world over:

That the Eucharist is not merely a religious symbol or sign, but that every particle of the bread is after consecration the body of Jesus Christ.

That when the bread is consecrated a process of transubstantiation takes place, meaning an actual transformation of the substance of the bread.

That the offering of the Eucharist, being, as is believed, the actual body of Christ, is thus a bloodless repetition of the sacrifice on Calvary. That thus Christ veritably lives in him who takes of the consecrated bread and the consecrated wine, which is considered to be the blood of Jesus.

"Yes, the Eucharist is a mystery," said Archbishop John Ireland, of Saint Paul, in his sermon at the Cathedral Thursday, "but every act of the Infinite is a mystery to man's small mind. And the Eucharist is a marvel, but marvels, high above man's small power, are but play to the Omnipotent amid His Creation, and Jesus is Omnipotence Incarnate."

Archbishop Ireland attacked "the vainglorious scientist, the reader of distorted history, the proud and rebellious rationalist," who, he said, were hurling "poisoned shafts" at the doctrine of the Incarnation of Christ, of which, he said, the Eucharist is but a continuation. He urged the priesthood ever to defend the Incarnation as the bulwark of the faith.

An ecclesiastical pageant preceded the opening of the Congress. At nine o'clock the chimes and bells of every Catholic church in the county proclaimed the meeting.

At the same moment the doors of the parish residence back of the Cathedral were thrown open, and there emerged acolytes bearing candles; behind them the young seminarians of Saint Mary's; then the priests of the diocese in their cassocks; the black-gowned, ascetic Jesuits; the brown-cowled Benedictines and the monks of Saint Francis; the Fathers of the Precious Blood, and the Fathers of the Holy Cross; the somber Passionists and the Dominicans.

Came then the Monsignors, whose rank is higher than that of priest, but one lower than that of Bishop. These wore gowns of purple silk. Then the Bishops of the church, also in purple, among them the bearded Bishop Hurth, of India; Bishop Matz, of Denver; Bishop Colton, of Buffalo; Bishop Scanlon, of Omaha, and Bishop Keily, of Savannah.

According to the rules of the Church, in such a procession the lesser clergy comes first and the highest last. Preceded by a cross and candle-bearers, there came last of all Archbishop Moeller, of Cincinnati, in the full vestments of his office—a gorgeous garment of gold brocade; on his head rested the golden miter and in his hand the golden staff of his office.

The long train of his robe was borne by Hugh Thorburne, a page, twelve years old, and the Archbishop walked in an aura of incense suffused into the street by the incense-bearer, who marched before him.

—From Cincinnati "Post," September Twenty-eighth, Nineteen Hundred Eleven.

## And This, Too!

The Real Presence is the Body and Blood of Christ under the appearances of bread and wine after consecration. The presence is true, real and substantial. The immediate cause of the presence is the words of consecration pronounced over bread and wine by such as are empowered to do so by Christ. There is no difference between the presence of the Body and Blood of Christ effected by Christ Himself at the Last Supper, and that effected by His priests. His Body and Blood are really actually present in both cases. The way of it both is transubstantiation. It is not, when priests repeat it, a memorial of an actual event that once occurred at the Last Supper, but it is the same Body and Blood made present in virtue of the words of Christ which they pronounce in obedience to His command. However, while the presence is real and actual, in a word objective, it is not perceptible.

—From a sermon by Archbishop Farley, delivered September Twenty-eighth, Nineteen Hundred Eleven. From the Cincinnati "Enquirer."

## A Rare Investment

We are authorized, by parties of undoubted integrity, to offer a bargain in valuable real estate.

¶ The property can be described as follows:

¶ A modern construction steel-frame office building, sixteen stories, on one of the best streets in one of the best cities of two hundred thousand inhabitants, in America. The actual inventory value of this building, equipped as it stands, is Five Hundred Thousand Dollars. There is a mortgage on the property for One Hundred Fifty Thousand Dollars at five per cent.

¶ In order to close the estate, One Hundred Thousand Dollars in cash now will buy this rare property. It is paying a net return of a little over four per cent on Five Hundred Thousand Dollars.

Any one interested should communicate at once with James Wallen, Care of The Roycrofters, East Aurora, N. Y.

## About Your Precious Silver

The LOZO Preparation for cleaning Silver is as different from the ordinary silver-polish as Gorham and Tiffany's Silver is from the kind bought in bargain basements.

From time memorial the method used to polish any metal has been chiefly abrasion by use of some cutting material, and sheer strength. Abrasion, however slight, will in time destroy the surface of the article so misused, and there is no question that the constant polishing of fine ware takes off some of the precious surface.

LOZO, the principal ingredient being silver, will actually deposit silver on the surface upon which it is applied. The chemical formula of LOZO makes this possible. No mercury is used in its composition. LOZO is not inflammable, explosive nor greasy. It leaves no stain that water will not instantly remove.

LOZO will banish tarnish and oxidation easier and quicker than any other preparation sold.

You owe it to the welfare of your silver to investigate LOZO. On receipt of thirty-five cents, a bottle will go forward to you in a compact mailing-case. Do not hazard your silver by using inferior preparations. Send for LOZO today.

LOZO CHEMICAL COMPANY  
672 CASS AVENUE ✱ DETROIT, MICHIGAN

## Mr. Outsider

¶ There is probably not a living man in control of a big business who can say truthfully that he has never felt the need of "Mr. Outsider" to put up the other side of the argument; someone who can see his situation clearly from an opposite viewpoint. Not only that, but a man who has no personal or financial interest one way or the other, and who can at the same time bring to bear a degree of skill in matters pertaining to Business Policy or Publicity ✱

—David Kemp



# MOOSE AND MEN

## "Howdy, Pap!"



THE oldest ideal in the world, and yet the newest, is the brotherhood of man. We can not change the eternal laws for each other, but if we can point a pathway that leads to love, truth and usefulness, this we should do. We can extend the hand-grasp and the word of cheer. Sooner or later we learn that to do good brings good, and to do wrong brings misery, and that if we abide by the light of good, all things will be ours.

¶ The Loyal Order of Moose is an organization founded on the brotherhood of man. The Moose hold that the only safe man is the one whose heart is at rest; who has a home, who has friends, and who is working for the good of others. They want men to live well, to keep in good health, and to do things in the clean, calm sunlight of reason.

¶ The Loyal Order of Moose is essentially democratic. It is open to professional, business and working men who earn their own living, and make two grins grow where there was only a frown before. Moose pay their bills, carry big burdens, and help to mold the spirit of the times.

¶ Moose do not think that they have the world by the tail. They realize that they have much to learn, but they also believe that nothing is impossible if we work together and are more interested in doing our work than in what people will say about it.

¶ Moose may vary very much in ability, but they are always true and loyal—they are safe men to deal with, whether drivers of drays, motormen, clerks, cashiers, engineers, or presidents of banks.

¶ There are many advantages attached to a membership in this society. Should accident befall you, there is a fund that takes care of you. There are physicians appointed to give free medical attendance to members when needed; also, these doctors show you how to get along without their services.

¶ Moose are always ready and willing to extend the helping hand. Some of the most influential men in America are members of this Order. If you want to know more about it, and every progressive man should, just write to

**JAMES J. DAVIS**

*Supreme International Organizer, Loyal Order of Moose*  
406 Bakewell Building, Pittsburgh, Pa.

## The Necessary Soap

**L**IFEBUOY supplies a need in every household, no matter what other soap you may be using or have a liking for. Lifebuoy Soap is a germicide which has the approval of men of science and commonsense. No other soap made equals it in this respect. And a germicide is a family need.

¶ Many a foe of health is given marching orders by Lifebuoy. That most of our ills are preventable is a matter on which good doctors agree. Lifebuoy used for toilet, bath and shampoo is insurance against certain infection. ¶ And yet, with all its efficiency in this regard, Lifebuoy is gentle and delicate enough for Baby's bath. And anything we can do for Baby's health and comfort we should consider a duty. Incidentally, when we benefit Baby, we lessen mother's work and care. ¶ Lifebuoy is a blessing to parents, and it means health, a smooth skin and bath-comfort for "the little body fresh from the Hands of God," to use the Froebel phrase.

¶ The use of Lifebuoy has a decidedly good effect on the skin, and we all admire the lovely pink and white of a feminine face and the bronze of a healthy active man. Lifebuoy is made principally from vegetable-oils with refined cocoanut-oil and pure natural-red palm-oil most in evidence. An important part of the virtue of Lifebuoy comes through a mild carbolic solution.

¶ A Lifebuoy bath is a joyful swim in the Sea of Health. In any water, hot or cold, soft or hard, fresh or salt, Lifebuoy will lather generously. It is responsive. It sells at the commonsense price of Five Cents a cake.

¶ Ask your grocer or druggist.

Lever Brothers Company, Soap Manufacturers  
Cambridge : : : : : Massachusetts

# --- The Boycroft Fraternity ---

Questions from this number of *The Fra*. Use these for topics of discussion at the meetings of your Junta. Members who are working for Certificates or Diplomas should answer the questions on separate sheets and send papers to us for examination and marking—no charge

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## Lesson Number One

- 1.—What is a Financial Panic?
- 2.—Name the great Financial Panics of history.
- 3.—Distinguish between Interstate and Intrastate commerce.
- 4.—Who was Sir Walter Raleigh, and what did he do to make himself famous?
- 5.—Who was "Good Queen Bess," and why "good"?
- 6.—What is the "Donnybrook Fair," and for what is it noted?
- 7.—What were the original boundaries of Virginia?
- 8.—In whose honor was it named "Virginia"?
- 9.—(a) Who was Ananias? (b) Is he the founder of the Ananias Club?
- 10.—What is Compensation?
- 11.—Who was Oliver Cromwell, and what did he do for his country?
- 12.—Tell briefly the story of Virginia Dare.

## Lesson Number Two

- 1.—What is the chief duty of the "female of the species"?
- 2.—What do you think of Kipling's memorable poem on this subject?
- 3.—What is meant by Woman Suffrage?
- 4.—What objections are alleged to Woman Suffrage, and who are the chief objectors?
- 5.—Name the States in which women have equal rights with men.
- 6.—In how many States does School and Municipal Suffrage for women prevail?
- 7.—Name the countries of the world where full suffrage obtains for both men and women.
- 8.—How has Woman Suffrage progressed in Great Britain?
- 9.—What is the status of Woman Suffrage in Canada?
- 10.—What are the arguments in favor of Woman Suffrage?
- 11.—What are the greatest names in the history of Woman Suffrage?
- 12.—What, in your opinion, is the future of Woman Suffrage in the United States?

## Lesson Number Three

- 1.—In how far are women able to compete with men?
- 2.—Name ten women who are today leaders in the scientific, educational and business world.
- 3.—For what was each of the following noted: (a) Elizabeth Fry? (b) Mary Dyer? (c) Mary Wollstonecraft?
- 4.—Who is Marilla Ricker, and for what is she striving?
- 5.—Who were the following: (a) Elizabeth Barrett Browning? (b) Rosa Bonheur? (c) George Eliot? (d) Caroline Herschel?
- 6.—What is the Sorbonne?
- 7.—What is the Legion of Honor, and who are entitled to the honor?
- 8.—Who was (a) Susan B. Anthony? (b) Elizabeth Cady Stanton? (c) Lucretia Mott?
- 9.—How does the law of New York State affect women?
- 10.—What are the Nobel Prizes, and for what are they awarded?
- 11.—Have women ever received Nobel Prizes? If so, name them.
- 12.—How do Wifehood, Widowhood and Spinsterhood compare with one another?

## Lesson Number Four

- 1.—What is the difference between Logic and Commonsense?
- 2.—How do the Nine Laws of the Boy Scouts compare with the Ten Commandments of Moses?
- 3.—What do you think of the Boy Scout Movement?
- 4.—Who influences the world most—the poet or the scientist?
- 5.—Define Patriotism.
- 6.—Where is Poland, and for what is it noted?
- 7.—What is the difference between a Pole, a Polander and a Polack?
- 8.—What is the Aurora Borealis?
- 9.—What is Radium, and what are its uses?
- 10.—Is the world becoming better? How?
- 11.—What are the principal Indian tribes of America today?
- 12.—What do you think of this Woman's Achievement Number, anyway?

# The Roycroft School Of Life For Boys

**A**T The Roycroft School of Life we work at the books in the forenoon, and all of the afternoon is devoted to useful, pleasurable work out of doors. We follow the subjects that are taught in the best directed High Schools. Also, we teach boys:

To take care of their rooms;  
To care for their clothing, books and other belongings;  
To feed, milk and care for cows;  
To ride, drive and care for horses;  
To plow, sow and reap, and use all agricultural tools;  
To lay out, make and care for a garden;  
To feed, bed and care for swine;  
To operate incubators and brooders, and successfully raise poultry;  
To row and swim;  
To know all native trees, and how best to protect, utilize and care for them;  
To care for lambs and sheep;  
To make concrete blocks, lay cement walks and foundations;  
To build buildings of wood, concrete and brick;  
To plan and construct roadways, build fences, and culverts, and lay tile;

To put up tents and Summer bungalows;  
To cook in camp;  
To care for harness, saddles, and care for a barn;  
To construct and fill a silo;  
To know all native birds at sight, and know something of their ways and habits;  
To know bugs, bees and butterflies, their habits and evolution;  
To respect the rights of others—especially elderly people and children, and all who are unable to enforce their claims;  
To respect the rights of all dumb animals;  
To obey orders, and complete, promptly and cheerfully, all tasks that are undertaken;  
To keep well and efficient, so as never to be a burden or a care or a menace to society.

*Entrance any time*

*Send for catalog*

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## The Roycroft School

Alice Hubbard, *Principal*

East Aurora, Erie County, New York

# ELBERT HUBBARD

AN APPRECIATION BY DAD PERKINS

I HAVE never been to East Aurora, New York; I have never seen Elbert Hubbard, and he has never seen me; I have never written him a letter, nor have I received any from him; but I know Elbert Hubbard and he knows me as one of a class; I know him as the expression of that class.

¶ It's a great thing, this being able to get acquainted without ever seeing each other. It was practically made possible in Fourteen Hundred Fifty-one when a man named Gutenberg invented printing. Had it not been for this one invention, Columbus would never have known Marco Polo, and America would not have been discovered in Fourteen Hundred Ninety-two. Had it not been for printing, the Reformation would have been all but impossible; had printing been invented a hundred years later, by a hundred years would the civilization of today be turned backward. Were it not for printing I would not know Elbert Hubbard today—for I know him through *The Philistine* and *The Fra*.

¶ They tell me Elbert Hubbard is rich. But that does n't distinguish him; too many other men are rich; that only makes him "respectable"; takes him out of the gent class and makes him a gentleman; entitles him to be called "Mr.," instead of "Hey, there!" For some men think they are rich and others are rich in thought; there's a difference. Hubbard is rich in thoughts; he's a millionaire. That's what distinguishes him; he has so little competition!

¶ Elbert Hubbard is universal; he has as followers more men who think, and more dampfools who think they think, than any living man who dips his pen into the cosmic ink-pot. And in the subtle witchery of words, he lays before his readers in concrete form the undefined thoughts they can not express, then gives them new thoughts that they may think again!

¶ When I was a freshman I entered a class in philosophy. Before I was half-way through the course I was in misery. I had been taught that there was but one religion; that I might be "saved," but the chances were all in favor of the Devil and Damnation. God's wrath was a very real thing for me and I was afraid of Him. I rather think I feared the Devil less; for all my teaching was that he took a real personal interest in me!

¶ Elbert Hubbard makes you think. His *Fra* is a collegiate post-graduate course, to which are eligible all men with "phosphorus plus." You may not agree with all he has to say; most people do not. It's better that you should n't; you will be more liable to keep thinking.

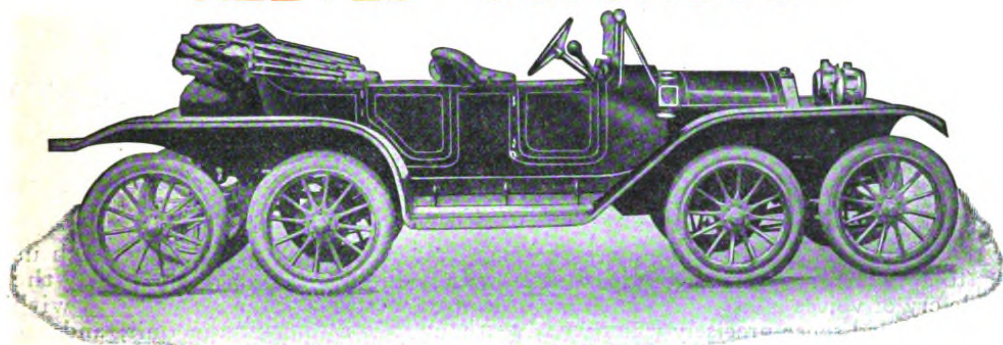
¶ Elbert Hubbard is the busy man's time-saver. You have no time to read history, philosophy, literature? Read Hubbard. He'll fire facts at you with the rapidity of a gatling gun; and he'll express their meaning. If you have been used to cream gravy literature poured over every dish of your intellectual feast, you'll have to change your bill of fare or leave the table; for he will serve every dish with tobasco. If your digestive apparatus can be saved, he'll save it; but if it's wholly beyond repair, he won't make it worse; you will simply pass up the dish and call him a damn poor cook! For he is a wonderful chef. If you can't digest his dish, you are no worse off for having sat at the table. You remain like some of the other guests—unfed. If you can digest it you will never get full. You will have been fed, but you will keep your seat and ask for more.

¶ Physical journeys are expensive; not every one can take them; but mental journeys are cheap; every one can take them—if they have the price; if you've never had hold of the tail of the "kosmic kilowatt," then you have something to learn in swift travel; subscribe to *The Fra*; grab hold and hang on.

Pomona (Cal.) "Review."



## REEVES "OCTOAUTO"



Fra Elbertus said a lot of nice things last month about his experience with the Octoauto in Chicago, and now I want to tell you something further. ¶ A demonstration car of this make has been driven over seven thousand miles, visiting the cities of Chicago, Cleveland, Toledo, Detroit, Indianapolis, Columbus, O., and many other smaller cities.

This car was fitted with pneumatic tires throughout, as shown in the above cut. The only punctures ever experienced were in the extreme rear set of tires and the second set from the front. ¶ These punctures were of the ordinary number and kind, and never materially injured the casing. The *Pullman* shock absorbing principle employed in this car eliminates the necessity of pneumatic tires to a wonderful extent, so I have recently tested out cushion tires on the four wheels above mentioned, and I find they ride almost as smoothly as the pneumatics, and, of course, can give no trouble of any nature. The life of a cushion tire on this car will be from fifteen thousand to twenty-five thousand miles. So, to sum up, with this tire equipment on this car we get the following results:

- 1st. Easier riding than any four-wheeled car of any kind or price.
- 2nd. Tire expense materially reduced over four-wheeled construction.
- 3rd. Tire trouble of all kinds practically eliminated forever.

These advantages must appeal to any one acquainted with the chief source of inconvenience, trouble and expense in owning and operating an automobile. ¶ If interested, either as a purchaser or dealer, address the manufacturer

**M. O. REEVES, COLUMBUS, INDIANA**

Pres. Peoples Savings & Trust Co., V. P. Reeves Pulley Company.

## The Typewriter Industry

**A**MONG the many American industries which distribute their products throughout the world and lead the old industrial nations of Europe in size and importance, none is more typical of the aggressiveness and success of the American commercial spirit than the typewriter industry. It is stated upon competent authority that 90 per cent of the typewriters used in the civilized world are made in the United States. Notwithstanding the large and growing market for typewriters in England, Germany and France, countries numbering in their population many skilled industrial workers, the fact remains that the people of these countries use American typewriters to a larger extent than ever before, although for several years foreign manufacturers have had machines on the market and have competed vigorously at home and abroad.

While typewriters were originally designed for regular correspondence, they are today used for all classes of tabulating, statistical and accounting work, so that many corporations use from four to ten times more typewriters in this work than they use for correspondence. The most remarkable growth in the typewriter industry in the past decade has been that of the Underwood Typewriter Company, which is today the largest company in the world making typewriters. The Underwood Standard Typewriter was the original front stroke, visible-writing machine, and upon its appearance on

the market in 1897 met with immediate popular approval, which, we are informed, has constantly grown in all countries to such an extent that for several years the sales of Underwood machines have largely exceeded those of any other make.

The design and construction of the type bar mechanism embrace only three parts, the lowest possible number, and the resultant responsiveness of the keys, when struck, gives an ease of operation and positive accuracy with a minimum exertion on the part of the operator. The Underwood Standard Typewriter represents the highest degree of mechanical efficiency yet attained in the construction of typewriters, according to the verdicts of committees of awards of various expositions, as we are informed it has received the highest award from every exposition of importance held in the world since 1900, in addition to receiving the Elliott Cresson gold medal, the highest award of the Franklin Institute of Pennsylvania, comprising the foremost body of mechanical engineers in this country. In all recent championship typewriting contests in the United States and Europe the Underwood has won the first place and usually the second and third places. These achievements are matters of pride to the makers of the machine and explain in a large measure the reasons why the machine occupies the foremost position of popularity we have previously referred to.

# Self-Reliance

BY RALPH WALDO EMERSON

last you will like best. ¶ We have the essay on *Self-Reliance*, printed on handmade paper, large bold type—Caslon Old Style—special initials and ornaments.

¶ The book is bound in boards and will give pleasure to the most exacting bibliophile.

¶ Here are three quotations from *Self-Reliance*:

**G**REAT works of art have no more affecting lesson for us than this: They teach us to abide by our spontaneous impression with good-humored inflexibility when the whole cry of voices is on the other side. Else, tomorrow a stranger will say with masterly good sense precisely what we have thought and felt all the time, and we shall be forced to take with shame our own opinion from another."

**T**O believe your own thought, to believe that what is true for you in your private heart, is true for all men—that is genius."

**W**E but half express ourselves, and are ashamed of that divine idea which each of us represents. It may be safely trusted as proportionate and of good issues, so it be faithfully imparted, but God will not have His work made manifest by cowards. It needs a divine man to exhibit anything divine."

¶ The whole volume is a battle-cry for individual freedom, always remembering that responsibility is the price of liberty.

¶ The price of the book is just Two Dollars and no more—as long as they last.

## THE ROYCROFTERS

EAST AURORA, ERIE COUNTY, NEW YORK

## PECAN PATTIES

**M**ADE of good old Erie County Maple-Syrup, from sap gathered by Ali Baba and the boys in the Roycroft woods, and pecans sent us by a loyal Roycrofter in Texas.

¶ We are putting these Patties up in special boxes to go by mail. They weigh over a pound and less than four pounds; otherwise, we could not send them by mail at all.

¶ There are enough Patties in the box to satisfy your appetite, without being enough so you will not want more.

¶ The price is \$1.00 a box, and no more.

The Roycrofters, East Aurora, N. Y.

## A Dog of Flanders

By Ouida

✱

**D**OROTHY WORDSWORTH would have loved this *Dog of Flanders*. You remember her letter to Coleridge, "Do you send me a book; one that hath first caught your eye and then pleased your fancy, written by an author with a tender whim, all right out of his heart; we'll read it together in the gloaming, and when the gathering dusk doth blur the page we'll sit with hearts too full for words and think it over."

The story of a Boy who loved the Beautiful, who hoped one day to be an Artist like the mighty Rubens, and yet went down into the Valley of Defeated Dreams, he and his never-failing Friend, Patrasche; "all their lives they had been together and in their deaths they were not divided."

A beautiful book; a book to caress; a book to love.

Bound in three-quarters Levant; Price, \$10.

✱ ✱ ✱

The Roycrofters, East Aurora, N. Y.

# A CALL TO ARMS

**N**OT content with monopolizing Big Business, the Barnacle Bunch have taken to literature and threaten to drive the independent Sure-Enoughts into the Tall Uncut.

¶ All the predatory ones are throwing off orphics and epigrams, working time and a third.

¶ Says Andrew Carnegie, "Put all your eggs in one basket and then watch the basket."

¶ Says J. Pierpont Morgan, "How can you unscramble eggs?"

¶ Says Elbert H. Gary, "Give us regulation — not strangulation."



¶ Says John D. Rockefeller, "Unionism seems to be a matter of collusion, delusion and confusion."

¶ Says G. W. Perkins: "The wrecking-crew has been working overtime. It is time to put the construction-gang on the job."

**T**HE imitator is always a failure. We taught these rich rogues to read and write, and now they start up business on their own account and try to put us to the bad.

¶ Consumers should buy their epigrams from the party who served an apprenticeship with both Solomon and Shakespeare.

¶ We all know the man who made an excursion to the Thousand Islands, and then kicked on the count. That precious tome, *One Thousand and One Epigrams*, contains just fourteen hundred seventeen glistening gems of wisdom—but not too glistening—all selected from the writings of Elbert Hubbard—no connection with any other Elbert, and not in the Trust.

¶ We give full count—your money back if the goods do not prove O. K.

¶ *One Thousand and One Epigrams* is beautifully printed, and bound in Oxford binding, as all inspired books are. The price of the book is just Two Dollars—and no more.

The Roycrofters, East Aurora, N. Y.

# The Breath of Spring

N Seventeen Hundred Ninety-two, when the United States was adjusting its wings in freedom, across the big Pond at No. 4711 Glockengasse, Cologne, Germany, Francis Maria Farina and Peter Mülhens evolved the finest Toilet Preparations the world has known.

Among the things they gave to humanity is the famous No. 4711 Eau de Cologne, which today is being made and sold by Ferdinand Mülhens, the Grandson of Fra Peter Mülhens.

It is a truth that no other Toilet Preparation has so consistently held the favor of Beauty's Lady the world over. This Cologne Water is as lovely as the perfume of a Delicatissima Fairy Rose. While not heavy, it is vital enough to be refreshing. Its presence in the Bath and Sick-Room is a real blessing and a benefit. It is welcome everywhere, from the Drawing-Room to the Office, and the girl who uses it carries the sweetness of the breath of Spring with her. There is good psychology in its use.

It is one's duty to add to the joy and the beauty of the world. And this you do if you make yourself personally attractive.

This real German Eau de Cologne does not contain a single impure ingredient. It is as pure and as fresh as the morning dew.

Americans have used it since Eighteen Hundred Twenty-five, and its popularity is growing steadily. The Royal and Imperial Families of Europe have used it since it was first manufactured.

Send Thirty Cents in stamps for a two-ounce sample bottle of No. 4711 Eau de Cologne. With this sample you will receive an interesting and artistic booklet regarding the 4711 products. Ask for "Forty-Seven-Eleven" at your dealer's.

**Ferd. Mülhens, 4711 Glockengasse, Cologne, O/R, Germany**  
U. S. Branch: Mülhens and Kropff, 298 Broadway, New York City

mastered the science of milk, but not the business. We might as well live in Cairo or Bagdad, as for milk. We take our milk as we can get it.

—A. Schilling.

It is said that in love we idolize the object, and, placing him apart and selecting him from his fellows, look on him as superior in nature to all others. We do so; but even as we idolize the object of our affections, do we idolize ourselves: if we separate him from his fellow-mortals, so do we separate ourselves, and glorying in belonging to him alone feel lifted above all other sensations, all other joys and griefs, to one hallowed circle from which all

E must have water, and can't have wells in the city. We get our supply in a uniform way at a uniform price. In Cairo and Bagdad, water is peddled in goatskin bags slung over a donkey's back. In all big American cities, milk is peddled. It may be healthy or not, as it comes from the cow; it comes with cow dirt, which may or may not be healthy; then it gets "handled," which may or may not be healthy; then it gets bottled or peddled from bulk. We have

but his idea is banished: we walk as if a mist, or some more potent charm, divided us from all but him; a sanctified victim, which none but the priest set apart for that office could touch and not pollute, enshrined in a cloud of glory, made glorious through beauties not our own.—Mrs. M. W. Shelley.



**BELIEVE** in boys and girls, the men and women of a great tomorrow, that whatsoever the boy soweth, the man shall reap. I believe in the curse of ignorance, in the efficacy of schools, in the dignity of teaching, and the joy of serving another. I believe in wisdom as revealed in human lives as well as in the pages of a printed book; in lessons taught not so much by precept as by example; in ability to work with the hands as well as to think with the head; in everything that makes life large and lovely. I believe in beauty in the school-room, in the home, in the daily life and out of doors. I believe in laughter, in all

ideals and distant hopes that lure us on. I believe that every hour of every day we receive a just reward for all we do. I believe in the present and its opportunities, in the future and its promises, and in the divine joy of living.—*Edwin Osgood Grover.*

**HAVE** you never remarked how the Lydia Pinkham advertisements libel women? According to this patent-medicine literature, women are always suffering great

misery, and in constant need of medicine. These advertisements are libelous. American women are healthy, and live longer than men; there is nothing in Nature as appalling as Lydia Pinkham makes out. Reform orators libel American men as much as Lydia Pinkham libels American women. American men are not slaves, and they are not oppressed. America is the best country on earth, and in no other country is a living as easily made.—*Ed Howe.*



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In the beginning there were nine hundred forty copies of *The City of Tagaste*, printed and specially illuminated by hand—this was in the year Nineteen Hundred. There are now just a few stray volumes of the beautiful book. *The City of Tagaste* is a prophecy—a dream of the be-coming world. Fairylike in its romance, its truth is simple and strong. The Book is printed on Whatman paper from a classic type. The few volumes that are left are very valuable. The price is Five Dollars.

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YOUNG woman, recently working in a large florist's store, was employed under supervision as filing-clerk.

The lists of names were classified according to the quality of the buyers.

When young ladies married, it necessitated a transfer and change in the card-index of customers, provided the young lady chose to take her husband's name, which was frequently the case.

The filing-clerk asked her superior where



she should place the name of Mrs. Johnson, who had formerly been Jennie Smith—a good customer—and had run a large monthly account at the florist's. "Where shall I file Miss Smith's name, now that she is Mrs. Johnson?"

"Put her in the dead list," was the prompt reply.

And this was business—not pleasantry.

GREAT part of the education of every child consists of those impressions, visual and other, which the senses of the little beings are taking in busily, though unconsciously, amid the scenes of their first exercise; and though all sorts of men are born in all sorts of places—poets in town,

and prosaic men amid fields and woody solitudes—yet, consistently with this, it is also true that much of the original capital on which all men trade intellectually through life consists of that mass of miscellaneous fact and imagery which they have acquired imperceptibly by the observations of their early years.—David Masson.

"What is civilization? I answer, the power of good women.—Emerson.

**T**HE little I have seen of the world and know of the history of mankind teaches me to look upon the errors of others in sorrow, not in anger. When I take the history of one poor heart that has sinned and suffered, and represent to myself the struggles and temptations it has passed—the brief pulsations of joy—the feverish inquietude of hope and fear—the tears and regret—the feebleness of purpose—the pressure of want—the desertion of friends—the scorn of the world that has little charity—the desolation of the soul's sanctuary, and the threatening voices from within—health and happiness gone—even hope, that stays longest with us, gone—I have little heart for aught else than thankfulness that it is not so with me, and would fain leave the erring soul of my fellow-man with Him from whose hand it came.—*Longfellow.*

**T**RY thyself unweariedly till thou findest the highest thing thou art capable of doing, faculties and outward circumstances being both duly considered; and then do it.  
—*J. Stuart Mill*

## Lamps of Character



LAMPS so have individuality. If you want it proven to you, go to Vantine's, The Oriental Store, 879 Broadway, and look over a group of several kinds of lamps. Some stand out from the others by sheer force of their own characteristics. They are not always the tallest ones, nor the most expensive, either, but they have that distinction that brings one back to look at them a second and a third time, while others have had but a passing glance.

Take the Damascus brass lamps, for example. I do not know of any sort of lamp which makes a stronger impression. The marks of the native's tools are on them, and there is no suggestion of wholesale stamping by a machine pattern. To some are attached legs of brass, and for all of them are shades of brass with silken linings. These shades, too, are made of Damascus brass. The linings may be of any color desired to harmonize with the color scheme of the room.

In Damascus brass lamps there is an infinite variety, and hard to please, indeed, would be one who could not be suited with one style or another. From the great floor-lamps, five and six feet tall, to the tiny desk appliance, they all show individual qualities. All shapes of shades are being made, too. Prices of Damascus lamps vary greatly, as may be expected, from a few dollars to a few hundred dollars.

Another style of lamp that has marked characteristics that commend it is the pottery lamp. In this the right coloring is appealing. In the bowl practically every color is available to choose from, and the shades, generally made of paper, though shades of other materials may be had also, come in many colors. The pottery lamps are made in Japan.

The Japanese also send us some splendid specimens of bronze lamps. One that I saw recently was decorated in a most unusual manner. It was of green bronze, with a typical Oriental design, and molded in bronze at intervals of every few inches were links to which small rings were attached. The effect was striking. A bronze shade, lined with a rich red silk, added much to the beauty of the lamp itself. Then there are Japanese willow lamps, also striking conceptions. These are of willow, stained a rich brown, and woven around bowls of pottery or metal, in intricate design.

I have named but a few of the many sorts of lamps that have distinct characteristics, but enough to indicate that it is not necessary to have a lamp that is just the same as one owned by some one else. Choose your lamp with care; it is not a thing of the moment, but should serve you for years. Choose it as a gift for others with the same idea, and, if possible, meet the tastes of the one for whom the gift is intended. There are as many kinds of lamps as there are differences of tastes.



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**S** I grow older, I simplify both my science and my religion. Books mean less to me; prayers mean less; potions, pills and drugs mean less; but peace, friendship, love and a life of usefulness mean more, infinitely more.—*Silas Hubbard, M. D.*

Did you ever hear of the woman who consulted a lawyer and explained that she wanted a divorce if she could n't get it, and if she could, she did n't want it?

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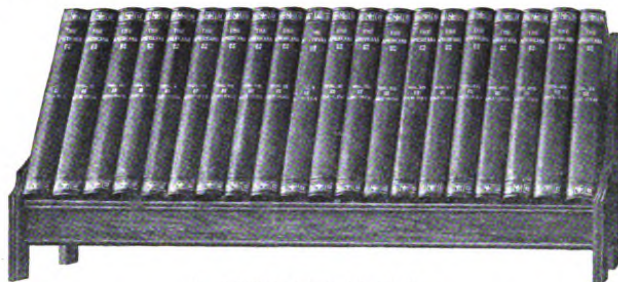
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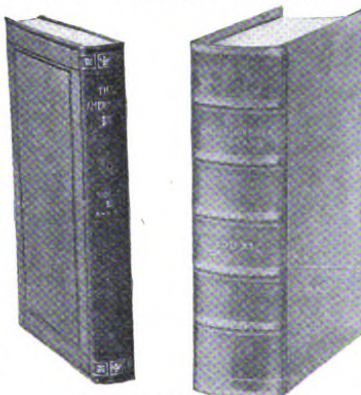
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to credulity or to fear. It has no punishment for unbelief, and no reward for hypocrisy. It appeals to man in the name of demonstration. It has nothing to conceal. It has no fear of being read, of being contradicted, of being investigated and understood. It does not pretend to be holy, or sacred; it simply claims to be true. It challenges the scrutiny of all, and implores every reader to verify every line for himself. It is incapable of being blasphemed. This book appeals to all the surroundings of man. Each thing that exists testifies of its perfection. The earth, with its heart of fire and crowns of snow; with its forests and plains, its rocks

**B**Y this time the whole world should know that the real Bible has not yet been written, but is being written, and that it will never be finished until the race begins its downward march, or ceases to exist.

The real Bible is not the work of inspired men, nor prophets, nor apostles, nor evangelists, nor of Christs. Every man who finds a fact adds, as it were, a word to this great book. It is not attested by prophecy, by miracles or signs. It makes no appeal to faith, to ignorance,

and seas; with its every wave and cloud; with its every leaf and bud and flower, confirms its every word; and the solemn stars, shining in the infinite abysses, are the eternal witnesses of its truth.—*R. G. Ingersoll.*

**T**HERE are no privileges of the press that are not the privileges of the people; any citizen has a right to tell the truth, to speak it, or write it, for his own advantage and the general welfare.—*Murat Halstead.*



**NEVER-CEASING** flood of discharged convicts pours back into our penitentiaries, not because they have found life there a paradise, but because the thumbscrew of present want exercises a pressure far more potent than does the fear of future, but uncertain, punishment; however severe. Here is the true answer to the question why deterrence, pushed to the very limits of human endurance, does not deter. ☛

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## Song Is the Index of Health



HE suffragettes are with us—they read *The Fra*. Yet we must here acknowledge the fact that only male canaries sing. There are no Tetraxinis among the birds; also, it is true that only domesticated male canaries sing.

☛ When male canaries are given good tutoring, gentle care, and are kept in splendid health, they become mighty midget Carusos. Radiant health is just as needful for canaries as it is for members of the Metropolitan Opera Company.

☛ Song is the index of health in birds as well as men. Plumage tells the same story. A bird in perfect physical condition and feather is the only kind we ought to have.

☛ The Philadelphia Bird Food Company are makers of a food that keeps birds healthy, happy and clever. *Bird Manna* is a food, a stimulant and a tonic. ☛ The famous canary-breeders of Saint Andreasburg, as well as those in the Harz Mountains of Germany, use and recommend this preparation. You can buy *Bird Manna* of your druggist or a package will be mailed you for 15 cents in coin or stamps.

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not, I believe, a student of Hegel, his greater poems are yet absolutely permeated with the vital idealism of the Hegelian philosophy. ☛  
—*Lilian Whiting.*

**WHEN** you get into a tight place and everything goes against you, till it seems as though you could not hold on a minute longer, never give up then, for that is just the place and time that the tide will turn.—*Harriet Beecher Stowe.*



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friends; also, to dislike his enemies, and trip them when they impudently and unnecessarily cross his path. Don't accept any creed which keeps you in a constant state of humiliation because you neglect it.

—Ed Howe.

**N**OW blessings light on him that first invented this same sleep: it covers a man all over, thoughts and all, like a cloak; it is meat for the hungry, drink for the thirsty, heat for the cold, and cold for the hot. It is the current coin that purchases all the pleasures of the world cheap; and it is the balance that sets the king and the shepherd, the fool and the wise man, even. There is only one thing, which

**C**ELEBRATED man says, “I find everything and everybody in the universe good and beautiful.” That's more Big Talk; don't feel uncomfortable because you thoroughly dislike many people, and hate many things in Nature. It is an honest man's business to hate rats, wolves, flies, snakes, spiders, dry weather, cyclones, floods, pestilence, politics, superstition, mob violence, fleas and hundreds of other things. It is an honest man's business to love and help his

somebody once put into my head, that I dislike in sleep: it is, that it resembles death; there is very little difference between a man in his first sleep and a man in his last sleep.—Cervantes.

**I**n morals, what begins in fear usually ends in wickedness; in religion, what begins in fear usually ends in fanaticism. Fear, either as a principle or a motive, is the beginning of all evil.—Mrs. Jameson.



NE hears so very much of the "sweet by-and-by." Why not get a little bit of the "sweet now-and-now"? Some day the business of the Church will be not so much to put Men into Heaven as to put some Heaven into Men.

Some day we will abolish Poverty. We will place men above dollars. We will use modern machinery to benefit them, to make them happy. We will look upon Poverty as a national crime. We want a taste of Heaven right now. We want a happy, contented, joyous people. We want labor to be the only badge of honor.

Citizens of the World! This is the real battle. This is the problem worth while. Let us produce conditions which will make it pay to be honest. Then look for real men, and not until then.—*Nicholas Klein.*

INDIVIDUALITY can flourish only in a free common life; the economic base of life must be secured. A flower can never blossom till its roots are secure. Humanity is a flower, the individual the blossom; this blossom can not be till the bread-and-butter question is settled.—*Wentworth.*

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WHEN it is considered that the barbarous old dream-book called the "Holy Bible" teaches, sanctions and upholds human slavery, wars of extermination, murder, polygamy, prostitution, adultery, witchcraft, human sacrifice, cannibalism, theft, robbery, lying, deception and a score of other crimes, where is the sane, civilized and just person who can conscientiously appeal to such a barbarous old dream-book for authority?

—*J. W. Hodge, M. D.*





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"Oh, yes, I shall!" hastily interposed Max. "Indeed, I shall expect more! Shaw knows the drama so thoroughly that it is an easy matter for him to write of it, whereas I, knowing nothing whatever about it, shall find it dreadfully hard work!"

—"Harper's."

**Y**OU do not very much dislike to work, and still you do not work much, merely because it does not seem to you that you could get much for it. This habit of uselessly wasting time is the whole difficulty; it is vastly important to you, and still more so to

**ELBERT HENRY DAVIES**, the playwright, who has spent much time in London, tells of an amusing interview between the owner of a publication in the British capital, whereof George Bernard Shaw had been the dramatic critic, and Max Beerbohm, on the occasion of the latter's assumption of the duties laid down by G. B. S.

The owner advised Max of the salary that had been paid George Bernard, observing at the same time:

your children, that you should break the habit. It is more important to them, because they have longer to live, and can keep out of an idle habit before they are in it, easier than they can get out after they are in.—*Lincoln*.

**HEALTH**, happiness and good reputation, even, in the long run, prosperity and wealth—are promised to, are given to, the man who lives uprightly and keeps his garments clean and his hands busy.—*Wagner*.



It is by affliction chiefly that the heart of man is purified, and that the thoughts are fixed on a better state. Prosperity, unalloyed and imperfect as it is, has power to intoxicate the imagination, to fix the mind upon the present scene, to produce confidence and elation, and to make him who enjoys affluence and honors forget the hand by which they were bestowed. It is seldom that we are otherwise than by affliction awakened to a sense of our imbecility, or taught to know how little all our acquisitions can conduce to safety or quiet, and how justly we may inscribe to the superintendence of a higher power those blessings which in the wantonness of success we considered as the attainments of our policy and courage.

—Samuel Johnson.

STYLE! style! why, all writers will tell you that it is the very thing that can least of all be changed. A man's style is nearly as much a part of him as his physiognomy, his figure, the throbbing of his pulse—in short, as any part of his being which is subjected to the action of the will.—Fenelon.



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WELL, will anybody deny now that the Government at Washington, as regards its own people, is the strongest government in the world at this hour? And for this simple reason, that it is based on the will, and the good-will of an instructed people.—John Bright.

Our love is inwrought in our enthusiasm as electricity is inwrought in the air, exalting its power by a subtle presence.—George Eliot.

# Gorging is Suicide

By EDMOND R. MORAS, M. D.

*Gorging is suicide.* Thanks to my noble (!) profession, it is the most popular method used to populate "sacred" ground. It's going to be epidemic as long as the Woods Hutchinson type of M.D.'s preach and practice the belly's gospel of three squares plus and go by your appetite. Heaven help us!

There is more hope, for a while yet, for the inmates of insane asylums than there is for the average run of inmates of city dwellings. Imagine a Harriman or a Paul Morton or a Clyde Fitch or a Tom Johnson

having the ghost of a show not dying of "a natural death" with a bunch of doctors like THAT advising and treating him. Contemplate, if you please, that the leading Institute for medical research—intended to mean for health knowledge—has for Chief a physician who owns so little real health knowledge that he sickens with appendicitis and confirms his ignorance by believing that pruning his appendix will rid him of the cause and the effect of wrong eating or wrong living. And such are the topnotchers of the medical profession who have instituted themselves the Majesty of Science to free the world of disease.

'Tis amusing, but just the same I blush for my credentials.

As long as the gospel of three squares and some if you have the appetite is preached and practiced, as popularly understood, so long you may look for medical science to produce at least one rot-serum for every fool notion it origi-



Harvard University Medical School, '86; College of Physicians and Surgeons (Chicago)'98. Formerly House Physician and Surgeon in Cook County Hospital (Chicago); Professor of Obstetrics, College of Physicians and Surgeons (Chicago), etc.

nates. They are both squirt-able and merchandisable. That's why. Three square meals a day, if you have the appetite. Yes! that's right; you should eat three or four meals a day if you have the appetite. There can be no room for argument on the number of meals, but there is on the "if you have the appetite." If you have the appetite, how did you get it? Be nice and tell the truth. Answer! ANSWER! And when you've answered, you can go right on committing suicide and ridding the world of yourself if you like, but you can't pawn yourself off as a sane or decently behaved individual. That's all. *When Elbert Hubbard* tells you that by writing *Autology* I have placed the standard of the creed of health *farther to the front than any other man who has lived for a thousand years*—and when the Editor of the *Dental Summary* writes that in *Autology* there is *more hard common-sense, more information concerning the care of the body in health and disease, more advice about diet for brain, nerve and body-building than in the entire libraries of the world besides*; and is worth \$500 to any man who cares for his own physical welfare, or the health of wife and babies—they are not throwing bouquets at me but *life-buoys* to you. *Autology* is no theory, no fad, no creed and no experiment either. It is *Life's and Health's Text Book*. That you may judge for yourself write for "Guide to *Autology*"—which is itself quite a gem, so they say. It's *Free*. Address

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To which they might add that men speak with a certain lack of respect of "religious institutions," such as would not have been tolerated fifty years ago. Or perhaps men do not speak of them at all, even forgetting their existence.

The real test of the religion of a country, both as to its amount and its efficiency, is to be found in its fruits. You can test it by study of crime, of education, of health, and, in general, in the character of the people. Of this the mere machinists of religion are hardly aware. You often find a man who knows all about stained glass and wood-carving and the other idols of ecclesiasticism, and who knows literally nothing

THE machinists of religion distress themselves a good deal in our time about what they think a decline in the religion of America. This means, as far as I can find out: first, that nobody in the world now believes in the Calvinistic doctrines; second, that churchgoing is not now considered a social necessity, and that a man can retain the respect of his fellow-men, though he is never seen in a church or a meetinghouse; third, that newspapers are issued on Sunday.

about the standard of that community in the Realities, whether its social life does or does not show more faith and hope and love. It is interesting to me—as I note this distinction between the really religious people and those who are only religionistic—to see that there is one memorial of antiquity to which literally nobody objects. This is Sunday—or, when people choose to call it so, the Sabbath. A gentleman, quite competent to speak, once said to me that in the years between Eighteen



Hundred Twenty and Eighteen Hundred Thirty, no young man in Boston would have dared to ride down Beacon Street and drive out of Boston on Sunday morning. It would have disgraced him as thoroughly as it would have disgraced him to go into the broad aisle of a church in service-time in a condition of intoxication. Every man who valued the respect of his fellow-men expected to be among the attendants at public worship on Sunday. People distress themselves now, and, as I think, distress themselves with reason, because no man now thinks of apologizing for non-attendance at church. And on the numerical

statistics of church attendance is based most of what is said about the decline of religion in America.

Now it is important to observe that, however indifferent people may appear to be as to the established forms of worship, nobody in the hundred million people proposes to abolish the system which saves one day in seven as a day of freedom from labor—so far as such freedom is possible. Nobody proposes to change the laws or the customs which

## A Breakfast Dish of Inspiration

**B**RADFORD, the Cartoonist of the Philadelphia "North American," says that his favorite poet, Jingling Johnson, gets his inspiration from Pennsylvania Scrapple.

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require that the hard work of the week shall be done in six days as far as that is reasonably possible. Trade-unions, labor-unions, demagogues, dainty clubmen, connoisseurs in philanthropy—everybody expects that one day in seven every man and every woman shall be as far relieved from drudgery as is decently possible. It is very interesting to observe that labor-unions, trade-unions, and similar organizations hold their stated meetings on Sundays. Indeed, this recalls

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arranged to have their practical lectures on hygiene delivered on Sunday afternoons. All the humane societies, all the philanthropic societies, or philanthropic societies, might do the same thing. The Audubon Society, the Cruelty to Animals Society, the Preservation of Birds Society, are perfectly in line with the best interests of religion when they appoint their public meetings on Sunday. The Sunday Schools are quite right when they extend the range of their study into any study of the united work of God and man. Thus, a Boston Sunday-School teacher took his class, composed of boys drawn from the streets of Boston, into

to an old Boston man the recollection of the annual town-meeting which was always held in Faneuil Hall on the Sunday night before the annual election.

Such examples may well be followed. Sunday may be used for the purposes of any institution which brings God and man closer to each other, if—it do not exact Labor (which is so different from Work). The central thing to be secured is rest. The doctors gave us an excellent illustration in Boston when they

the wild country about the city, so that Sunday was no day of terror where these boys kept their holiday. A class for good citizenship, for history, for language, for sociological study, for any topic which enlarges human life or makes it more sacred, has no better opportunity than is given to it on Sunday. Whoever is curious about New England law and custom will find that our legislation here in devising and in executing its Sunday laws has had in mind the protection of the laborer

and the securing of his Sabbath day of rest. If we hold to that fundamental principle, we can make Sunday, as we ought to do, the most precious gift to everybody. And even the ecclesiastics will see that there may be a better Sunday in the Twentieth Century than there was in the Seventeenth.

—Hale.

**G**IVE us, O give us the man who sings at his work! Be his occupation what it may, he is equal to any of those who follow the same pursuit in silent sullenness. He will do more in the same time—he will do it better—he will persevere longer. One is scarcely sensible to fatigue while he marches to music. The very stars are said to make harmony as they revolve in their spheres.—*Carlyle*

**U**NNATURAL conditions of life extinguished the ancient Greeks and Romans. Unnatural living, such as prevails in the United States today, must be changed—radically, earnestly and permanently changed—or else race suicide will put an end to this nation in the course of a few generations. The inhuman industrial slavery now existing

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How often have you wished for verbal skill and power with which to impress your thoughts and arguments upon others, to convince and persuade them. You have struggled for the right language, but the result was feeble and inadequate. You knew this and it made you self-conscious—even timid. You were unable "to put things clearly" and were foredoomed to failure.

How often, on the other hand, have you been attracted to men who knew precisely how to express themselves in appropriate, pithy, compelling language. By my original and intensely interesting lessons you can acquire in a few weeks' spare-time study "a thorough command of accurate, forceful, persuasive English—so essential in business, professional, social, and public life. You have secret aspirations which this Course will materially help you to realize. You have unsuspected resources and powers within you awaiting development—powers which, properly developed, will place you in the front rank of successful men.

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in this country must cease, and especially is this imperative as regards women and children. The problem, therefore, of how to down capitalism in this country is not merely a question of policy, but of national existence.

—*Axel Gustafson, M. D.*

Mind is the root; actions proceed from the mind. If any one speak or act from a corrupt mind, suffering will follow, as the dust follows the rolling wheel.—*Buddha.*

For the accommodation, education, enlightenment and benefit of The Roycrofters, we organized under the title of "Elbert Hubbard, Banker." This was seven years ago.

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mental stage. It has the confidence of The Roycrofters and the people of East Aurora, save, possibly, that peculiar contingent made up of good men and true who chew infinite pigtail and are florists in Winter and ice-cutters in Summer.

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ers buy a lot and build a home. In fact, quite a goodly number of residences in East Aurora have been made possible through our Co-operation.

We are in a position to take care of a few more accounts of

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**Elbert Hubbard, *Banker*, East Aurora, N. Y.**



# DO NOT FOLLOW TIME

A woman dislikes not so much looking backward as she does looking forward. To the Beauty, time is full of question. But what life holds for her depends somewhat on herself. This is the text of the booklet issued by Daggett and Ramsdell, "Beware the Finger of Time," which by the way of reassurance bears, in addition, another title, "An Aid to Beauty." ¶ The woman who observes the dictum of this sermonette, using Daggett and Ramsdell's Perfect Cold Cream, can say in the words of Houssaye:

"Time! You may appear with your wings; but I care not for your airs. You follow me, but I do not follow you." ¶ A clear, clean skin and smooth, white hands are something which every woman desires,

whether she is much concerned with the impression her beauty makes or not. And men also must heed the fact that comeliness is an important and desirable possession. Complexion ills are distasteful to every one, and if you want to be gladly welcomed and thought well of, don't neglect your face and hands. ¶ Daggett and Ramsdell's Perfect Cold Cream is used and recommended by men and women who know, and by members of the medical profession who have given the matter attention.

Daggett and Ramsdell's Perfect Cold Cream can be bought in the large jars as safely as in the smaller ones, because it remains clean and sweet, clear to the bottom of the jar. At all druggists the prices here listed are current: Jars, 35c., 50c., 85c. and \$1.50; Traveler's Tubes, 50c., 25c. and 10c. Send for sample tube and the free booklet.



## DAGGETT AND RAMSDELL

DEPT. E

D. &amp; R. BLDG.

NEW YORK CITY

## Electric Lights "Turned Down the Same as Gas"

### Try a Dim-a-Lite at Our Risk



It will cost you only a two-cent stamp to make a trial of the Dim-a-lite in your home and to learn the comfort of having a graduated electric light which can be turned up and down, exactly as desired. This has never been done before in a manner suitable for home use, although all Theaters have dimmers for graduating stage-lights. ¶ Send us One Dollar with your address, and we will mail you a Dim-a-lite which you may apply in your bedroom, nursery, hall or bathroom. Try it for a week or a month, and if you are not immensely pleased, just ask us to send you your money and stamps for return, which we will do promptly and without question. ¶ If you ever stopped at the best Hotel in New York City, you found a Dim-a-lite attached to your bedside lamp. Dim-a-lites are not fragile, but are durable and good for years of daily use. Must not be confused with any form of "turn-down lamp," which are either high or low, are breakable and short-lived. Dim-a-lites are for sale by first-class Electrical-Supply stores.

Wirt Electric Specialty Company

Makers of Electric Lighting Appliances

Armat and Lena Streets    ::    ::    ::    ::    Philadelphia, Pennsylvania



## Gift Suggestions—Modeled Leather

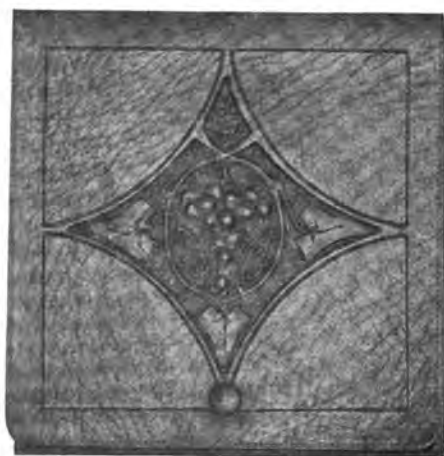
Subtle suggestions for those who do not enjoy the ancient and honorable custom of Christmas giving.



Spanish Cowhide Bag, with inside pocket and coin-purse. Price, \$10.00



Three-Fold Bill-Pocket.  
Price, \$7.50



Leather-Lined Handkerchief-Case.  
Specially useful for Travelers.  
Price, \$5.00

### Change-Purse



Price, \$1.25

The Roycrofters, East Aurora, Erie County, New York

# KNOX HATS

## A SYMBOL OF SUCCESS



¶ Paul Bourget says, "Hamlet is not only an individual, but a symbol." And there are some things in life and letters which resolve themselves into symbols for all of us.

¶ Knox Hats, for instance, suggest success. Successful men have the "Knox Habit." Whether this is a cause or an effect we do not know. Every one will agree with us on this: the name "Knox" is a dignified one in the hat world.

¶ Knox keeps faith with his customers. He believes in reciprocity. The sale of a Knox Hat is a quality pledge, religiously kept. Knox sells more hats to regular patrons—people who have bought his hats for years—than any other hatmaker in the world.

¶ Busy men have n't time to hunt around for hats. They simply select the Knox and let it go at that, because they know they have the best the world affords.

¶ A Little Journey to the Knox Manufactory is an interesting one, because it shows you how skilled workmen using the best materials and working under sanitary conditions produce the finest hats easily and well.

¶ A Little Journey to the Knox Stores will show what courtesy, good-cheer, and tasteful exhibits of the best styles in hats will do to evolve a big business.

¶ Knox was a pioneer in the Hat Business, and he remains a pioneer—forever pushing forward to better methods and efficiency.

¶ If you are not wearing Knox Hats now, begin in this good Year 1912 and you will be grateful to yourself forever after.

## KNOX, HATTER

### RETAIL STORES

452 FIFTH AVENUE, COR. 40TH STREET  
196 FIFTH AVENUE, NEAR 23D STREET  
DOWNTOWN STORE: 161 BROADWAY—  
SINGER BUILDING

### MANUFACTORY

GRAND AND ST. MARK'S AVENUES  
BROOKLYN, N. Y.

## NEW YORK

### WHOLESALE DEPARTMENT

452 FIFTH AVENUE  
(SIXTH FLOOR)

# You Can Have Health Wealth and Happiness

Are you a business and social success, or merely one of the submerged millions? Are you a master, or one of the oppressed? How do you stand in your community, have you force and distinction?

Do you get out of life all the health, happiness and wealth you should, or have you given up in despair? Will you leave the world worse off for having lived? Think this over, decide—then write me for my system of Deductive Thought.



Eight years ago I was an ordinary clerk, sickly, discouraged and miserable, earning but a few dollars per week and without hope until I realized that the world and its good things were created for me if I would but think right and live right.

Today I am the head of two big corporations doing an international business. I am happy, strong and well-to-do, with a growing family, and I owe no man and would trade places with none, all because of my discovery.

You can be exactly what you will be. Great Men and Women are those who know how to be great. To do the right thing at the right time and know it is right, is the problem. I have worked out the plan. It is the application of "Deductive Thought." It saved me, and can save you. If you are already a power, Deductive Thought will make you a greater one, be you man or woman. Deductive Thought can lift any Ambitious Man or Woman to Health, Happiness and Wealth. There is no such thing as luck.

Success in life, Physical, Social and Financial is what you make it. What will yours be? Big Money is not made by routine work, but by the execution of my system of Deductive Thought. Make the most of your life. You owe it to those who depend upon you as well as to yourself. I can help you if you will write me at once for particulars. My time is limited, so don't delay. It will cost you nothing to write and learn the truth. Mention "FRA" and address Frank O. Folts, 7157 Yale Ave., Chicago, Ill.

## The Four Gospels

A BOOK BY MARILLA M. RICKER

**J**UST now, when the thought of the world is centered on the preparation of lists of great people, the Portsmouth "New Hampshire Times" suggests the name of "its most illustrious woman citizen, the distinguished lawyer, author, thinker and statesman, Mrs. Marilla M. Ricker. She has few equals and no superior among the noted women of this and other lands."

It will please the friends of this interesting woman to know that Mrs. Ricker has just issued a new book which she calls, "THE FOUR GOSPELS." These Four Gospels are devoted to Robert G. Ingersoll, Thomas Paine, John Calvin and Jonathan Edwards. ¶ This volume also contains an interesting Foreword, and the author adds a militant chapter on "What Is Prayer?" ¶ With all Mrs. Ricker's criticisms she has a wonderful optimism, and her book is a book of cheer. Says Mrs. Ricker: "There is one faith that is beautiful: the faith of Youth, with its bright hopes, its glowing enthusiasm; the faith in man, in what he has done and in what he can do." The book will sell at One Dollar. Copies can be had by sending your remittance and address to the author.

Marilla M. Ricker, Dover, New Hampshire

canals, in opposite courses; so that from the insensible direction the stream receives at its source, it takes different directions, and at last arrives at places far different from each other; and with the same facility we may, I think, turn the minds of children to what direction we choose.

—Locke.

**T**HE light which now arises above the horizon is revealing the fact that what we have been accustomed to call business is only stealing made legal, that commerce is only piracy made respectable by law, that respectability is for the most part a thin veneer made necessary to maintain the immoral distinctions of

**★** THINK we may assert that in a hundred men there are more than ninety who are what they are, good or bad, useful or pernicious to society, from the instruction they have received. It is on education that depend the great differences observable among them. The least and most imperceptible impressions received in our infancy have consequences more important, and of a long duration. It is with these first impressions as with a river, whose waters we can easily turn, by different

class, that religion is very largely hypocrisy, and statesmanship the art of proving the virtue and value of a vicious system. There comes the same divine summons to freedom and fraternity now as of old. No diviner or more authoritative voice spoke in Palestine ages ago than speaks today in the hopes and faiths and longings of the common people.—Reverend William Thurston Brown.

The remedy for wrongs: forget them.—Syms.

**B**EAUTY is an all-pervading presence. It unfolds to the numberless flowers of the Spring; it waves in the branches of the trees and in the green blades of grass; it haunts the depths of the earth and the sea, and gleams out in the hues of the shell and the precious stone. And not only these minute objects, but the ocean, the mountains, the clouds, the heavens, the stars, the rising and the setting sun, all overflow with beauty. The universe is its temple; and those men who are alive to it can not lift their eyes without feeling themselves encompassed with it on every side. Now, this beauty is so precious, the enjoyment

it gives so refined and pure, so congenial with our tenderest and noblest feelings, and so akin to worship, that it is painful to think of the multitude of men as living in the midst of it, and living almost as blind to it as if, instead of this fair earth and glorious sky, they were tenants of a dungeon. An infinite joy is lost to the world by the want of culture of this spiritual endowment. The greatest truths are wronged if not linked with beauty, and they win their way most surely and deeply into

the soul when arrayed in this their natural and fit attire.—*W. E. Channing.*

**T**O say that the United States must fight Japan for control of the sea, as some of our armament promoters have claimed, is the acme of idiocy. There is nothing to fight over, and nothing is settled when the fight is done. The sea is still open to every comer, and there is space for a thousand merchant-ships where one now exists.—*David Starr Jordan.*

## The "MACK" Leading Gasoline Truck of America



**T**HOUSANDS of representative business concerns throughout the country—the "Big Boys," we mean, who are quick to grasp the newest ideas in time, labor and money saving machinery to facilitate the production and distribution of their products—realize that the installation of the "Mack" system of motor transportation means more than rapid deliveries—longer hauls—heavier loads (all at a pronounced economy of operation). It means, also, a reduction in traffic congestion—cleaner streets, fewer flies and more sanitary conditions all around. As horses disappear from the highways, so will the stables, and this means the elimination of a source of conflagrations and disease. We do not wish to depreciate the faithful old horse who has carried you over the rough places and has brought your business where it is to-day. Far from it; the old fellow richly deserves his well-earned pension and relief from active service. Your horses are faithful and willing, but slow and uncertain—totally inefficient to cope with the delivery conditions of to-day. The "Mack" system will enable you to extend your commercial territory, by making it possible for you to get to places that you are now unable to reach profitably with horse-drawn trucks. The "Mack" is a thoroughly good truck—built like a three-hundred-dollar gold watch, with all the wear-resisting qualities of the finest locomotive. The longer a "Mack" stays on the job, the more difficult the transportation problems you give it to solve—the more certainly will it prove itself to be *The Monarch of the Commercial Highways*. Built in all sizes and all types, 1 to 10 tons capacity. Catalog will be gladly exchanged for a U. S. Postal Card. If you are seeking "live wire" motor-truck information, in the words of the latter-day sage—"get busy."

## International Motor Company

**Executive Offices:**

30 Church St., New York

{ Sales and Service  
Stations in all  
Principal Cities }

**Works:** Allentown, Penn.  
Plainfield, N. J.



## A Tool of Proven Merit



WHEN you buy tools, you want quality for a reasonable price. You want tools which have proven their merit.

The man who invented UTICA PLIERS was a user of pliers. He did not build on theory. He knew the needs of plier-users. He knew the faults of the ordinary type of plier, as well as the merits of the best then in use. Then UTICA PLIERS were constructed along the line of highest merit. The idea of the pliers fitting the human hand was evolved to give the highest comfort to the user with a maximum of efficiency.

UTICA PLIERS have a hundred uses around your home. In every business house they should be a part of the equipment. Their durability makes them the most economical. They insure against waste of time, annoyance and spoiled jobs. They have strength plus utility.

Ask your hardware-dealer for UTICA PLIERS. If he is not Class A, write to the makers for information.

Utica Drop Forge and Tool Company

800 Whitesboro Street, UTICA, NEW YORK

emotions—a taste able to exercise and to gratify both the nobler and the softer parts of our nature—the imagination and the judgment, love of emotion and power of reflection, the enthusiasm and the critical faculty, the senses and the reason.

—Guizot.

NO matter whose the lips that would speak, they must be free and ungagged. Let us believe that the whole of truth can never do harm to the whole of virtue; and remember that, in order to get the whole of truth, you must allow every man, right or wrong, freely to utter his conscience, and protect him in so doing. Entire unshackled freedom for every man's life,

## THE KIND THAT PAYS Brains Plus Experience

WHEN you entrust your advertising to this Agency you take into your employ men who use their heads and who utilize experience as a stepping stone to greater advertising successes.

Men who realize that individuality is of vital importance and that each campaign must be mapped out to exactly fit the advertiser's particular needs.

Above all, men who are absolutely loyal to the interests of their clients.

Washington Advertising Agency

Advertising—Any Kind—Anywhere  
Washington, D. C.

THE study of art possesses this great and peculiar charm, that it is absolutely unconnected with the struggles and contests of ordinary life. By private interests and by political questions, men are deeply divided and set at variance; but beyond and above all such party strifes, they are attracted and united by a taste for the beautiful in art. It is a taste at once engrossing and unselfish, which may be indulged without effort and yet has the power of exciting the deepest

no matter what his doctrine—the safety of free discussion, no matter how wide its range. The community which dares not protect its humblest and most hated member in the free utterance of his opinions, no matter how false or how hateful, is only a gang of slaves.—Wendell Phillips.

Don't part with your illusions. When they are gone you may still exist, but you have ceased to live.—Mark Twain.



**T**HE advertisements which appear in a public journal take rank among the most significant indications of the state of society of that particular time. The wants, the wishes, the means, the employments, the books, the amusements, the medicines, the trade, the economy of domestic households, the organizations of wealthy establishments, the relation between masters and servants, the wages paid to workmen, the rents paid for houses, the prices charged for commodities, the facilities afforded for traveling, the materials and fashions for dress, the furniture and adornments of houses, the varieties and systems of schools, the appearance and traffic of towns, all receive illustration from such sources. It would be possible to write a very good social history of England during the last two centuries from the information furnished by advertisements alone.—“Household Words.”

**S**ELFISHNESS is not living as one wishes to live; it is asking others to live as one wishes to live. And unselfishness is

# Diamond Tires



*We could build them cheaper  
But we won't  
We would build them better  
But we can't*

**T**HE dealer who sells you **DIAMOND TIRES** is thinking of *your* profit as well as his own—he is “tire-wise”—and believes in trading up—rather than trading down.

¶ He can buy cheaper tires than **DIAMOND TIRES**, and make a larger one-time profit, but he cannot sell you *better* tires.

¶ The dealer who sells you **DIAMOND TIRES** can be depended upon when he sells you other things—he believes in service—in integrity. He's reliable.

*In addition to dependable dealers everywhere, there are FIFTY-FOUR Diamond Service Stations. Diamond Service means more than merely selling tires—it means taking care of Diamond Tire buyers.*

**The Diamond Rubber Co**  
AKRON, OHIO

letting other people's lives alone, not interfering with them. Selfishness always aims at creating around it an absolute uniformity of type. Unselfishness recognizes infinite variety of type as a delightful thing, accepts it, acquiesces in it, enjoys it.—Oscar Wilde.

No man is fit to govern great societies who hesitates about disobliging the few who have access to him, for the sake of the many whom he will never see.—Lord Macaulay.

# The Roycroft Summer School for Boys



VERY Summer, for the past ten years and more, The Roycroft Shop has taken care of various and sundry boys, sent here by their parents from all over the United States.

¶ These boys attended the lectures, concerts, stereopticon shows, and other entertainments which are held daily through the Summer Season at Roycroft.

¶ Incidentally, they worked in the Shops, and on the farm, herded cattle, rode horseback, planted trees, helped to make concrete blocks—with a little baseball on the side, and swimming in the creek and canoeing as a matter of course.

¶ We have now decided to standardize this Summer School, and have engaged competent instructors who will devote all of their time to the boys, working with them and playing with them—this to prevent the breakage of glass and the general wear and tear on conscience that is bound to occur where boys are not properly supervised.

¶ So this is to announce that we will take this Summer just thirty boys, and no more. The term will be from June Fifteenth to September First. Board, lodging, instruction and general looking after will be covered by one flat fee of One Hundred Twenty-five Dollars, payable in advance. No extras will be required for tuition, attendance at lectures, concerts and classes.

¶ The plan will be to have the boys work at their books three hours in the morning, and the afternoon will be devoted to good, old-fashioned, useful work on the farm, in the gardens and The Roycroft Woods.

¶ Boys from ten to twenty acceptable.

¶ The Roycrofters do not believe in idleness—even in the Summer. A vacation should be a change of work, not merely rest and rust. We work for physical, mental and moral health, and for efficiency.



## ROYCROFT SUMMER SCHOOL

EAST AURORA, ERIE COUNTY, NEW YORK

# Valentines of Flowers

Prepared by Fra Fox *and* Fra Cupid



**H**ERE are two portraits of a Valentine of Flowers produced by Charles Henry Fox, Florist Friar to Lovers everywhere.

As a special feature for Saint Valentine's Day, which comes as per usual on February Fourteenth, Fra Fox is offering a heart-shaped Violet Box, tenderly tied with violet ribbons with a gilt dart shot by Fra Cupid through a bunch of exquisite, fragrant flowers. The kind of flowers will be your surprise as well as hers — Violets perhaps; Sweet Peas maybe; Lilies of the Valley so it may happen; with a dash of Forget-me-nots, the indispensable, added to every love's offering.

Fra Fox is a magician with flowers, *and* imbued with the spirit of Saint Valentine he has done us loyal service in preparing this box. The materials used in this gift de luxe are the choicest, daintiest *and* rarest to be obtained.

Send along her or his name *and* address with a remittance of Five Dollars, *and* Messrs. Fox *and* Cupid will send the box, passage-paid. For an additional Dollar, they will enclose a red satin heart-shaped box filled with the most delectable bonbons *and* *and*

Send in your order early, so that Fox will know, in plenty of time, just how many are to be blessed, with this lovely expression of a love thought, on Saint Valentine's Morning *and* *and*

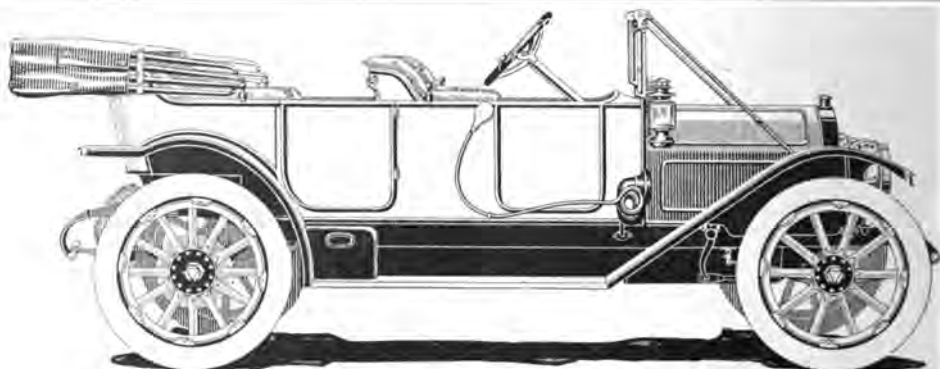
## Charles Henry Fox

At The Sign of the Rose

Broad Street, Below Walnut, Philadelphia, Pa.

*and* *and* SPECIAL:—Ask to be put on the Preferred Mailing List *and* *and*

# Why Wait Two Years?



The price for either of three models—Touring, Five-Passenger; Torpedo, Four-Passenger; or Roadster, Two-Passenger—is \$1600. Not a cent more is needed to equip either car before it is ready for use, for top, "Disco" Self-Starter, Demountable rims, BIG tires, windshield, large gas tank, magneto—dual ignition system—and all things usually listed as extras are included. Write for illustrations showing how the *New Self-Starting HUDSON "33"* is simpler than any other car.



**FEATURES** Similar to Those of the *New Self-Starting HUDSON "33"* Will be Obtainable on Other Cars Two Years Hence. ¶ But Until Then—In Other Cars—You must Submit to Almost 1,000 MORE Parts, the Destruction Caused by Dust, Dirt and Grit Getting into the Exposed Mechanism—You Will Have to Wait for Self-Starters on Many Cars.

¶ Automobile engineers work several years ahead of their models.

¶ This makes it impossible for the features that will be copied from the *New Self-Starting HUDSON "33"* to appear generally earlier than next year or the year after.

¶ But you get now all the advantages that come with simplicity, quietness, dust-proof throughout, Self-Starter, Demountable rims, Big tires and the handsomest car built, if you choose the

## *New Self-Starting HUDSON "33"*

¶ It is the latest and greatest of the six famous cars designed and built by Howard E. Coffin, acknowledged America's leading automobile engineer.

¶ Every one of his famous automobiles have been several years in advance of their time. Every one a success. Several still sell as leaders in their class. In his latest car is embodied a new degree of engineering progress. Mr. Coffin has always led as a designer of progressive ideas.

¶ The HUDSON starts from the *seat*—at the mere pressure of a button. The self-starter, appropriately, is as simple as the car itself. It weighs but  $4\frac{1}{2}$  pounds, has only 12 parts.

¶ The motor and all moving parts are dust-proof. There are no exposed rods, wires, etc. Approximately 1,000 fewer parts are used than on other cars. The finish and furnishings are of the highest quality. Let us show you other reasons why you should choose a *New Self-Starting HUDSON "33."*

*See the Triangle on the Radiator*

## HUDSON MOTOR CAR COMPANY

7214 Jefferson Avenue, Detroit, Michigan





## With Our Compliments

A New Book of  
Photographs of  
Distinctive Homes

Wouldn't you like to have a book containing plans and photographs of houses of the greatest architectural merit, designed by

leading architects? Would n't you like to have the opportunity to study in detail the interiors, exteriors and garden settings of some of the best moderate priced houses the country over? Would n't you like to have a book full of just such suggestions as the prospective builder appreciates, with an introduction on the choice of a style for the country or suburban home by Frank Miles Day, past president of the American Institute of Architects? Would n't you like to have this book of over 125 illustrations of houses that have actually been built, giving costs, interior details and construction? *Inexpensive Homes of Individuality* is just such a book and we offer it to you FREE to introduce

### HOUSE & GARDEN

the magazine for the man or woman who wants to make the most of the home whether there is little or much to spend. *House & Garden* brings you into homes whose owners have planned them with wonderful ingenuity and individual taste; it shows distinctive decorative effects, portrays successful gardens and beautiful landscape results and, best of all, tells you just how to secure each one of these things and at what expense, while a profusion of actual photographs aid in planning the many details that insure a home of individuality. We will send you *Inexpensive Homes of Individuality*, FREE, on receipt of 25c (regular price) for the current Building Number of *House & Garden*, and the names and addresses of only fifteen people who you know would be interested in our house building and gardening offers. Your name will not be used in connection with the list of names. Fifty-five cents' worth of books and magazines for twenty-five cents. Do it now while you think of it.

McBRIDE, NAST & CO., Union Square, New York



**R**A Comfort advises the use of the Bernstein Bed in all cases of insomnia. No man who sleeps in a Bernstein tosses, pitches or rolls, but deep in the downy sleeps the sleep of the just.

¶ The Bernstein is designed as a sleep-inducer, and good sleep makes for good health, success and happiness.

¶ The Bernstein is luxurious, strong and practical. It is made in three parts only—so there is no creaking or unevenness to dissipate your rest.

¶ The man who sleeps in a Bernstein can be recognized by his early morning cheeriness. The Bernstein is a strictly sanitary bed. Bugs, bacteria and germs find no place to take up a quarter-section in the Bernstein.

¶ The Bernstein Bed is made to appeal to people who know and want the best. The makers will send you information on request.

BERNSTEIN MANUFACTURING COMPANY  
PHILADELPHIA, PA.

## Smith Guns



**T**HE great advantage of the *Hunter One-Trigger* is that you do not disturb your aim by changing from one trigger to the other. You simply pull the same trigger each time. There's no relaxing of the muscles—no re-gripping—no re-adjusting yourself to the different length of stock represented by the distance between the two triggers—no disturbance of your aim. There's no creeping or dragging, either—and no firing of both barrels at the same time.

Write your dealer at once—or us direct—for handsomely lithographed Catalogue—it's free **S. S. S.**

**Hunter Arms Co.**  
60 Hubbard St., Fulton, N. Y.

## The Little Friend of the Deaf



Actual  
Size

**THIS** ad is to deaf people who have about given up—who are failing in hope and in courage—people who think their cases unlike other cases which have been cured. We don't want any money just sent for a book that tells about "Wireless Telephones for the Ears"—little devices that many deaf people are using today because they HEAR with them. Think of it men and women: these tiny wonders are so small that they fit in the ear out of sight and so soft that you never feel them, even when lying down. If you hear whisp-ra! Is your case beyond such simplicity? Not a bit of it. One of the officers of this company is a deaf m. h. He became desperate, and in despair he developed this marvelous ear drum. It is one of the inventions of Mother Necessity—an inspiration. Talk to him today. You'd never even suspect his affliction. He's been improving this tiny "phone" for 30 years. There is a thing else to compare with it—anywhere! Don't you want the book he has written about it—a book by a man who understands deaf people because he is one of them? You do, if you want to get back your hearing. Just say, "Send the book," on a post card, and mail it to **WILSON EAR DRUM CO., 166 Todd Bldg., Louisville, Ky.**

## A MAN WORTH WHILE.

**A** man of ability plus character offers you his services. He is twenty-eight years of age, a college man, has selling experience and can write letters which will do the business. ¶ This man can sell your goods and create a favorable impression for your concern. The president of a great corporation considers one as important as the other. ¶ The man who here suggests his services will act as traveling or resident representative of any concern whose product and commercial standing are on par with his ability, energy and personality. ¶ Correspondence will be given exacting attention. Perhaps your business would profit by this man right now. Address him, **Box 404, Y. M. C. A. Bldg., Washington, D. C.**





# Chiclets

REALLY DELIGHTFUL

## The Dainty Mint Covered Candy Coated Chewing Gum

Chiclets are the gum accepted, by people who differentiate between good and best, as the best. Chiclets are given preference because of their purity and true mint flavor. Save the Bird Cards in each package. You can secure a beautiful Bird Album free. Remember to ask for Chiclets. 5 cents the ounce, and 5, 10 and 25 cent packets.  
SEN SEN CHICLET COMPANY, Metropolitan Tower, New York

imbibing their spirit; by accompanying them in their toils; by sympathizing in their sufferings and rejoicing in their successes and their triumphs—we mingle our own existence with theirs and seem to belong to their age. We become their contemporaries, live the lives which they lived, endure what they endured, and partake in the rewards which they enjoyed.

—Webster.

THE vital word has gone forth from the inmost heart of humanity—that word resplendent with power is Brotherhood. "Our Father" has not been uttered by millions of lips for the past two thousand years in vain. We

begin to sense faintly its beautiful significance. Our hearts yearn to realize this common Fatherhood in a common Brotherhood.

—Mary E. Garbutt.

HUMAN and mortal though we are, we are, nevertheless, not mere insulated beings, without relation to past or future. Neither the point of time nor the spot of earth in which we physically live bounds our rational and intellectual enjoyments. We live in the past by a knowledge of its history, and in the future by hope and anticipation. By ascending to an association with our ancestors; by contemplating their example, and studying their character; by partaking of their sentiments and

THE curse of art, as of life in general, is poverty and slavery, and beauty will never flourish till it grows out of the life of the people—in other words, till capitalism and mastership are abolished and socialism and fellowship take their place.—Crane.

**K**EEP still.

When trouble is brewing, keep still. When slander is getting on its legs, keep still. When your feelings are hurt, keep still—till you recover from your excitement, at any rate. Things look differently to an unagitated eye. In a commotion, once, I wrote a letter and sent it, and wished I had not. In my later years I had another commotion, and wrote a long letter; but life rubbed a little sense into me and I kept that letter in my pocket against the day when I could look it over without tears and without agitation. I was glad I did. Less and less it seemed necessary to send it. I was not sure it would do any hurt, but

in my doubtfulness I leaned to reticence, and eventually I destroyed it. Time works wonders. Wait till you can speak calmly, and then possibly you will not need to speak. Silence is the most massive thing conceivable, sometimes. It is strength in very grandeur.—*Doctor Burton.*

You get more from your enemies than from your friends. The more they hate you the more they advertise you.—*W. J. Bryan.*

## Impressive Business Stationery Readily Secured at a Usable Price

Made in  
White and  
Six Colors  
with  
Envelopes to  
Match



You *need* it; you *can* get it—*easily*—in the 150 principal cities in the United States where the *most responsible* printers and lithographers *carry in stock*

### CONSTRUCTION BOND

Let us send you the names of those concerns in your locality who *recommend* Construction Bond, because it helps them give you better stationery for your money. Here's the reason:

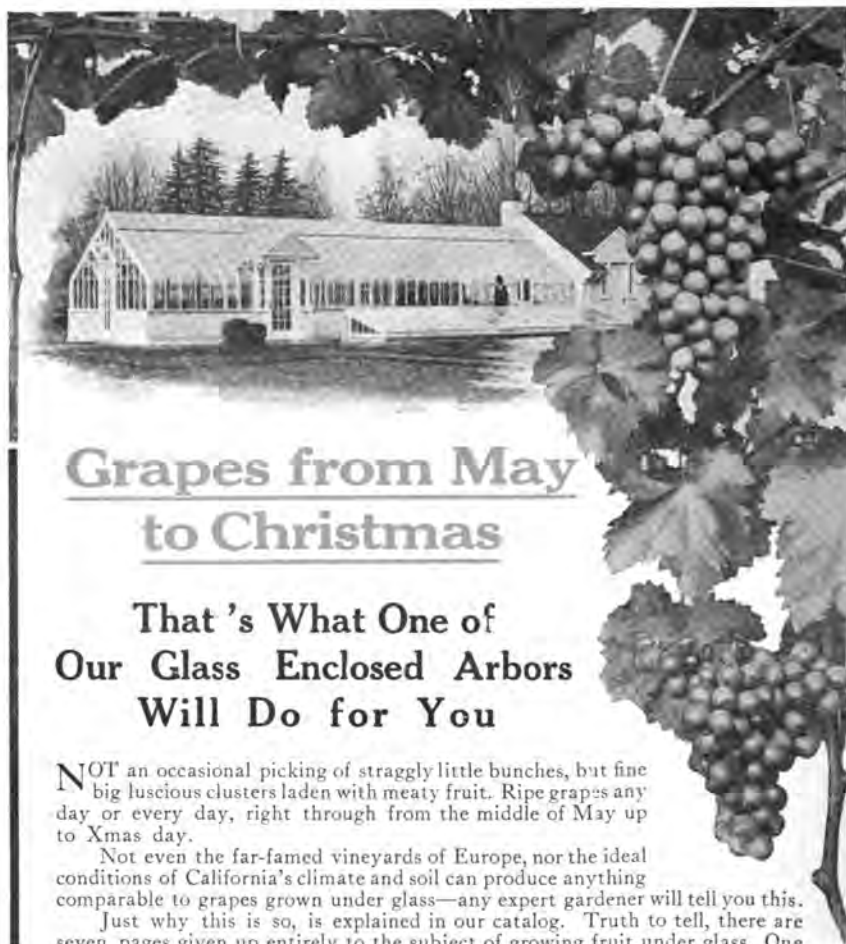
Construction Bond is sold *direct* to these *responsible* printers and lithographers only; it is *always* sold and handled *500 lbs. or more at a time*. Other fine bond papers are sold *through local jobbers* to any printer, as little as 10 lbs. at a time. The *economies* of our method of distribution have brought us the support of the most important printers and lithographers in the United States—the very concerns who are *best* able to produce stationery of the character you want.

To specify and *secure* Construction Bond is to be sure of getting good paper, good work on it, and the utmost value for your money. Send us your business card, and receive *free* our portfolio of handsome specimen letterheads and the names of those who can supply you Impressive Stationery at a Usable Price on Construction Bond.

W. E. WROE & CO., Sales Office, 1002 Michigan Avenue, Chicago

**E**VERY human soul has the germ of some flowers within; and they would open, if only they could find sunshine and free air to expand in. I always told you that not having enough of sunshine was what ailed the world. Make people happy, and there will not be half the quarreling, or a tenth part of the wickedness there is.—*Mrs. L. M. Child.*

It is much easier to be critical than to be correct.—*Benjamin Disraeli.*



## Grapes from May to Christmas

### That's What One of Our Glass Enclosed Arbors Will Do for You

NOT an occasional picking of straggly little bunches, but fine big luscious clusters laden with meaty fruit. Ripe grapes any day or every day, right through from the middle of May up to Xmas day.

Not even the far-famed vineyards of Europe, nor the ideal conditions of California's climate and soil can produce anything comparable to grapes grown under glass—any expert gardener will tell you this.

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Starting off with grapes, these seven pages lead you right through the fruit list up to even pineapples, figs and oranges. You will particularly enjoy reading those pages—you will like the straightforward comprehensive information they give.

Let us send you this catalog and whenever you are ready to go into the question of building a fruit house, we will gladly come and talk things over with you.

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this rate, in less than twenty years the added expenditure will absorb the price of the Panama Canal, the price of complete systems of deep water ways throughout the United States, the price of proposed national forests, of proposed irrigation for arid lands and, in addition, an amount that would pay our national debt.

—W. H. Auburn.

**W**HAT a place to be in is an old library! It seems as if all the souls of all the writers that had bequeathed their labors to these Bodleians were reposing here as in some dormitory, or middle state. I do not want to handle, to profane the leaves, their winding-sheets. I could as soon dislodge

**A**RMED peace has become nearly as expensive as war. It is estimated that the increased cost of our own army and navy in the past eight years—not the total cost, but the cost over and above the cost during the eight years preceding the Spanish War—has been \$1,072,000,000.

Can you grasp that?—\$1,072,000,000 more money squandered on "armed peace" in eight years than we were squandering before the war with Spain turned our heads? At

a shade. I seem to inhale learning, walking amid their foliage; and the odor of their old moth-scented coverings is fragrant as the first bloom of those scintial apples which grew amid the happy orchard.—Charles Lamb.

**B**ETTER the rudest work that tells a story or records a fact than the richest without meaning. There should not be a single ornament put upon great civic buildings, without some intellectual intention.—Ruskin.

**A**LCOHOL is not wine, but an atrocious usurper of its name and rights. The wine of the cluster is the pure blood of the grape. Death follows life, and corruption death, and there results a deadly something, which men call wine, but indeed wrongly, for it is no longer vinous. The wine disowns it. It is a corpse, not a living thing.—*Coles.*

**T**HE things which our friends do with and for us form a portion of our lives, for they strengthen and advance our personality. But the things which our enemies devise against us do not form part of our lives; we only experience them, reject them, and guard ourselves against them as against frost, storms, hail, or any other external inconvenience which may be encountered.—*Goethe.*

**T**HE Almighty is progressive. If He were not He would never have created this earth and set the thing in motion. Adam was a standpatter, but his wife was progressive. However, he found himself unable to withstand the progressive sentiment of his times and he, too, became progressive. To Adam's

wife we are indebted for the knowledge of good and evil. To dear old Mother Eve we owe the fact that this earth of ours is not a mere Garden of Eden for the idle rich. Drones who have nothing to do but dilly-dally away their time and cry over spilled milk may bemoan the loss of Eden and the fall of man, but the busy workers will ever rejoice in the consciousness that when Adam fell he fell up. At least he did not lose the ability and grit to climb.—*E. F. Poorman.*



**W**RITE for this book before you buy any motor car. You owe it to yourself to be thoroughly informed before making so important an investment. This book tells about the features which a high-grade, up-to-date electric automobile should have.

It gives you a *new* standard by which to judge electric car values. This book tells you the difference between the ordinary Shaft Drive and the genuine "Chainless." The "Chainless" Shaft Drive has no concealed chain or gear reductions at the motor to rattle, wear, or waste power.

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**I**n deciding on an electric car, it is well to bear in mind that the manufacturers of the Detroit Electric have been *pioneers* in adopting principles of construc-

tion which are accepted as standard in up-to-the-minute automobile design. They have also been leaders in developing *new features* which should impel you to investigate the Detroit Electric before you make any automobile investment.

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## Navajo Indian Rugs direct from weaver to you

**At One-Half Retail Prices!**

To you who delight in decorating your home with beautiful, out-of-the-ordinary things—to you who admire the soft, rich coloring, the hand-woven texture and the *uncommonness* of design in the *Genuine Indian Rug*—here is *news*:

For fifteen years I have been selling *Genuine Indian Rugs Direct* from the Indian Weaver to the customer. I live out here among the Indians *themselves*. I inspect and select *personally* every rug I sell. I personally have in my employ some of the most *expert* weavers—from families famous for *generations* for the perfection of their rug work.

Every rug I sell is woven *entirely by hand* from pure native wool, hand clipped and hand cleaned by the Indians; then hand spun on primitive spinning wheels, and dyed in primitive fashion by that slow, painstaking process which gives the *Genuine Indian rug* its rich, *lasting* colors. I am so confident that when you *know* them, you will be *eager* to have these rugs in your home, that I make this Special Offer to *Get You Acquainted*.

The rug illustrated is one of a small lot of the finest genuine Navajo rugs I have ever secured—every one the handwork of an expert Navajo weaver living 80 to 90 miles from white man's civilization. No two rugs are alike (the Navajo abhors an imitation), but this illustration is typical of the lot. The ground color of each is a rich dark *Natural* gray (no dye), with the Navajo design softly woven in harmonious shades of dark rich red, black and white. A few have no red at all; just the natural colors. As the patterns go *clear through*, these rugs can be used either side, and are easily cleaned. They *last a lifetime*, and the colors grow even softer with age. Sizes 40x60 up to 50x70 inches. My regular marked price for these splendid specimens of Navajo blanket is \$30.00 each. As a special inducement, to introduce, I will send you *just one* for only \$18.90. And I will *prepay all shipping c. s.* If you are not *more* than pleased, send it back at my expense and I will refund your money immediately; all the proof and the risk is *mine*. Every Navajo Rug I sell is positively the genuine, hand-woven article; I sell *no other* sort. Each bears

my warranty, *under seal*. **FREE!** Send for my beautiful free display book, showing Indian Rugs in real colors, with descriptions and special weaver-to-customer prices. It also explains my plan of weaving rugs *to order*, to fit any scheme of decoration. Write *today*.

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## Around the World in a Few Hours



**WOULDN'T** you like to climb the highest Pyrenees and wander about Andorra, the oldest and smallest republic in the world; walk through the streets of Bombay, India's strangest city; go on a trip to Tibet, a land unknown to any but the most hardy explorers; make a visit to the Netherlands and then cross over the border into Belgium, spending a few days among the wonderfully romantic towns of old Flanders; ramble about Gruyeres, a little known Swiss village, one of the picture towns of Europe; know the open country of the Philippines and the primitive people who inhabit it, and visit the most famous battlefields of our own country, all within a few hours and without leaving the luxury of your own home? You can do all of this and more through the pages of February

## TRAVEL

Think of being able to visit twenty-five other countries within as many hours and not a thing to buy, a trunk to pack or a steamer to catch! Would n't you like to visit the out-of-the-way places that not one person in a thousand ever sees, be at home in every land and know people everywhere? Is n't it worth trying? All you need to do is to let TRAVEL take you there.

To get acquainted we will send you **FREE** two recent issues of TRAVEL on receipt of 25c (regular price) for the February number, and the names and addresses of only fifteen people who you know would be interested in TRAVEL. Your name will not be used in connection with the list of names. Three issues for the price of one. 125 pages, 400 superb illustrations. Accept this offer now while you think of it.

**McBRIDE, NAST & COMPANY, Publishers, Union Square, New York City**

**T'S** odd what a joy a man often gets out of a hobby. Now, I know a man who was crazy over aerolites. He'd travel any distance to see or procure one. He heard that there was a fall of aerolites in Persia and that the Shah had become the possessor of the find. He wanted to travel to Persia to meet the Shah, and the great question was how he could accomplish it. He finally struck on the idea that if he took some fine phonograph-records he would interest the Shah and so

for him, and that is human security—to have some simple relieving interest that nobody can take from you.—*Thomas A. Edison.*

**LOWERS** have an expression of countenance as much as men or animals. Some seem to smile; some have a sad expression; some are pensive and diffident; others again are plain, honest and upright, like the broadfaced sunflower and the hollyhock.

—*Henry Ward Beecher.*



✱ **IS** it a fact, or have I dreamt it, that by means of electricity the world of matter has become a great nerve, vibrating thousands of miles in a breathless point of time? Rather, the round globe is a vast head, a brain, instinct with intelligence: or shall we say it is itself a thought, and no longer the substance which we dreamed it.

—Hawthorne.

✱ **IN** the Twentieth Century, war will be dead, the scaffold will be dead, royalty will be dead, and dogmas will be dead; but man will live. For all, there will be but one country—that country the whole earth; for all, there will be but one hope—that hope the

whole heaven. ✱ All hail, then, to that noble Twentieth Century, which shall own our children, and which our children shall inherit.—Victor Hugo.

✱ **WILL** therefore that men pray everywhere, lifting up holy hands, without wrath and doubting. In like manner, also, that women adorn themselves in modest apparel, with shamefacedness and sobriety; not with broidered hair, or gold, or pearls, or

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Russell Sage said: "There is a common fallacy that, while for legal advice we go to lawyers, and for medical advice we go to physicians, and for the construction of a great work, to engineers—financing is everybody's business. As a matter of fact, it is the most profound and complicated of them all."

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costly array; but (which becometh women professing godliness) with good works. Let the woman learn in silence with all subjection. But I suffer not a woman to teach nor to usurp authority over the man, but to be in silence. For Adam was first formed, then Eve. And Adam was not deceived, but the woman being deceived was in the transgression. Notwithstanding, she shall be saved in childbearing, if they continue in faith and charity and holiness with sobriety.—Paul to Timothy.

## BABSON'S REPORTS

*Special Letter  
1912*

Last Sunday I heard a sermon in Philadelphia when the good preacher used the text, "Be not anxious for the morrow," meaning that we should not try to anticipate the future. He claimed that "none of us know what is before us in 1912, that we know nothing of whether we shall enjoy sickness or health, bankruptcy or prosperity, joy or bereavement."

I realize that this is the commonly accepted notion, and I do not blame the preacher, as he was doubtless trained along these lines in one of our antiquated and inefficient theological schools; but I can not understand how any man can believe in a God ruling this universe according to just law and at the same time believe in the rule of chance. Of course, those who know nothing of the fundamental laws of health, business and happiness can not anticipate what 1912 will bring forth; but to the extent that you and I do understand these laws we do know what to expect in 1912. Health, prosperity and happiness are the result of fixed laws, and are obtainable for all of us—if we will endeavor to attain them in accordance with these laws.

Years ago it was believed that the "human element," so called, was not subject to any law and could not be counted upon with certainty. This is now known to be an exploded fallacy, and the student of psychology, history and statistics can tell with almost minute exactness what a body of men will do. Given an independent family in New York and the statistician may not now be able to foretell whether the family will witness any births or deaths during 1912; but he can now state with great exactness how many births and deaths will occur during 1912 in the city in which the family lives. The statistician may not be able to foretell how many times you or I are to ride on railroad trains in 1912; but he can now state with great exactness how many passengers any given railroad system will carry during 1912.

To forecast what are generally supposed to be the most uncertain of all events—namely, politics and legislation—should be fully as simple. How a given representative or senator may vote is possibly difficult to foretell; but to ascertain in advance what Congress as a whole will do during 1912 should not be difficult. Congress does not make conditions, but rather fundamental conditions determine what Congress is to do. It is the same with all human factors. "Whatsoever a man soweth that shall he also reap," and this principle is at the bottom of all economic work of anticipating future conditions. Tell me what a nation, a firm, or an individual is sowing, and I will tell you what that nation, firm or individual is to reap. I feel, therefore, that when Christ said, "Be not anxious for the morrow," he meant, not that we should refuse to think and prepare for the morrow; but that we should not worry, and that we should so live that we may have no *cause* to worry or be anxious—in other words, that we shall always be *prepared* for the future.

This, therefore, is the thought which I desire to impress upon you, my clients. Don't study my charts and figures simply with a morbid curiosity or with a selfish desire to get ahead of some competitor. Rather, keep continually in mind that success is only a synonym for "being prepared," and that anticipating conditions is merely ascertaining what seed is now being sown. Moreover, whatsoever you or your firm is now sowing you will some day reap. Dishonesty, overextension and carelessness bring disaster; while uprightness, judgment and industry bring success.

Respectfully,  
ROGER W. BABSON.

## See in Garden & Millers Now

**N**OW that Americans are moving out from the cities and providing for themselves handsome residences in suburban places, they are doing more as the people in other countries do, fashioning beautiful gardens, not only of flowers and trees and such natural advantages of waterways as the land may afford, but with architectural embellishment. The Italian garden has come to be well known and is very beautiful. Equally beautiful and quite unusual is the Japanese garden. The real Japanese gardens are world famed and the few that are to be found in this country are known from one end of the continent to the other. They are made by unique combinations of stone carvings, curiously carved dragons and gargoyle-like figures with stone or bronze lanterns set amidst a careful arrangement of greenery, and with murmuring brooks and pools.

The "furniture" for these gardens is often very costly, single pieces running up into thousands of dollars, but they need not necessarily be so expensive. Most attractive effects can be obtained for much less. At the Oriental Store of A. A. Vantine & Co., 879 Broadway, New York, are to be found many gems of the Japanese stone carver's art. They are shown at prices ranging from \$25 to \$200, with bronze pieces that go up into the thousands. This company, making a specialty of Japanese goods, has made a study of the Japanese gardens and will furnish sketches for both large and small gardens for those who wish them.

## Old-Fashioned Virginia Ham

**F**ROM the very beginning of American civilization, Virginia Ham has been most intimately associated with the dining-tables of people who know what is good.

¶ There are many varieties of ham on the market, but the Virginia way of preparing ham has stood the test of a century of use. It has remained for the Forest Home Farm to acquaint people America over with the incomparable deliciousness of the Virginia product.

¶ At the Forest Home Farm, you will find these hams made from a century-old recipe in the most sanitary and cleanly way possible. The men and women who prepare Virginia Ham are not the ordinary kind of people generally employed in the packing industry. They are farm folks of good quality themselves, and they prepare the hams as conscientiously as if they were for their own use. They have time to relax; they do not rush the work, and so it is wisely executed.

¶ In the matter of food, taste is Nature's test of fitness, both as to kind and quality. And we are sure that after a trial of Forest Home Hams you will be convinced that nothing but absolute purity could produce such incomparable hams.

¶ The hogs from which Virginia Hams come are raised in a very different way from the ordinary commercial methods. They are fed only on fresh, clean and sweet food. They have plenty of exercise and run. And exercise is an aid to cleanliness. The Hams are prepared by the only Virginia process, and they are aged for an entire year. Get your order for these Hams in early, as the supply is limited.

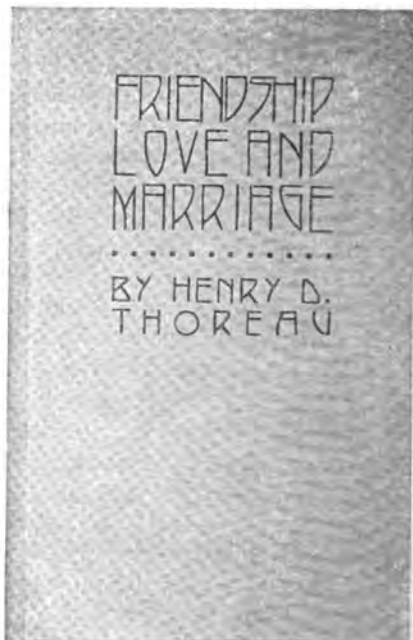
¶ Cooking-recipes are sent with each shipment. The price of Forest Home Farm Superior Country Cured Ham is thirty cents per pound F. O. B. Purcellville, Virginia, unless you buy one hundred pounds. On one-hundred-pound orders we pay the freight. Hams average ten to sixteen pounds each.

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# Valentines That Will Last

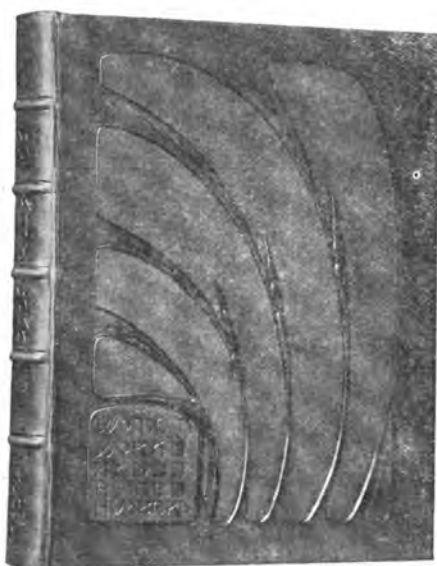


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# Thoreau's Calendar

**I**N her Life Lesson from the life of Henry D. Thoreau, Alice Hubbard says: "The sun and moon and stars were his timepiece; the seasons, the birds and the flowers were his calendar; the trees were his brothers and friends. Yes, every bird, beast, insect, flower, seed, fruit, weed and plant of any kind was his companion.

¶ "He knew just when and where the pimpernel would bloom, the tiny orchids, the gaudy lady's-slipper, the cowslip in the swamp, the little, wild calla-lily and its saucy cousin, the Jack-in-the-pulpit. Every pasture and meadow, swamp and wood for miles around was his familiar haunt. He was always there to give the blossoms a welcome when they appeared.

¶ "In many families, time is reckoned from 'when Johnny was born,' or 'when little Willie died,' or 'when we were married.'

¶ "Thoreau dated events from 'when the blue-fringed gentian bloomed,' 'when the *Simplocarpus foetidus* first called the bees to get fresh honey,' 'when the meadow-larks came back.' Yes, the sturdy, strong, heroic, manly Thoreau lived in fairyland."

¶ Bertrand H. Farr is a man of the Thoreau type; only where Thoreau was content to admire and describe, Farr must evolve and make the beautiful even more beautiful.

¶ At Wyomissing, Pennsylvania, are the Farr Nurseries, where Mr. Farr grows Irises, Phloxes, Peonies and Hardy Plant Specialties of greater variety and more magnificence than are to be found anywhere else in the world.

¶ Mr. Farr has just issued a new book on his Hardy Plants, which will delight the heart of every flower-lover, and convert more people to "a passionate love for growing things." Mr. Farr's book can be had for the asking. The color-plates show some of his beauties in all of their glory. This book is well worth possessing. It will give you a glimpse of a fairyland you may not have known before. And Farr, like Thoreau, does live in a fairyland. So send for his book today. It is free to *Fra* readers.

**B E R T R A N D H. F A R R**

WYOMISSING BOULEVARD, WYOMISSING, READING, PA.

HE style of Dante is, if not his highest, perhaps his most peculiar excellence. I know nothing with which it can be compared. The noblest models of Greek composition must yield to it. His words are the fewest and the best which it is possible to use. The first expression in which he clothes his thoughts is always so energetic and comprehensive that amplification would only injure the effect. There is probably no writer in any language who has presented so many

canto of the "Inferno," and the sixth of the "Purgatorio," as passages incomparable in their kind. The merit of the latter is, perhaps, rather oratorical than poetical; nor can I recollect anything in the great Athenian speeches which equals it in force of invective and bitterness of sarcasm.

Next to Demosthenes, Dante is the writer who ought to be most attentively studied by every man who desires to attain oratorical eloquence.—*Macaulay*.

strong pictures to the mind. Yet there is probably no writer equally concise. This perfection of style is the principal merit of the "Paradiso," which, as I have already remarked, is by no means equal in other respects to the two preceding parts of the poem. The force and felicity of the diction, however, irresistibly attract the reader through the theological lectures and the sketches of ecclesiastical biography with which this division of the work too much abounds. It may seem almost absurd to quote particular specimens of an eloquence which is diffused over all his hundred cantos. I will, however, instance the third

**N**OTHING is more estimable than a physician who, having studied Nature from his youth, knows the properties of the human body, the diseases which assail it, the remedies which will benefit it, exercises his art with caution, and pays equal attention to the rich and the poor.

—Voltaire.

**T**HINK that the heroism which at this day would make on us the impression of Epaminondas and Phocion would be that of a domestic conqueror. He who shall bravely and gracefully subdue this Gorgon of convention and fashion and show men how to lead a clean, handsome and heroic life amid

the beggarly elements of our cities and villages! Whoso shall teach me how to eat my meat and take my repose, and deal with men without any shame following, will restore the life of man to splendor, and make his own name dear to all history.—Emerson.

**R**OBERT LOUIS STEVENSON was a disciple of happiness—happiness was his gospel; he preached it as a child, he lived it as a man. This is how he expresses his

# Big Ben



*If you'd rise early, just say when  
And leave your call with him, Big Ben*

**D**OWN in our hearts we're punctual men but we can't help oversleeping now and then any more than we can help talking in our sleep.

For man is only partly conscious when he first opens his eyes after a heavy sleep.—He needs help to get wide awake at once. He'd get up on time if he only realized the time.

Big Ben makes him realize it.—You

can try for yourself. Go to sleep and sleep your best. Forget the rising hour. He'll call you on the dot at any time you say.

And if you roll over and try just one more nap, he'll remind you firmly that it is breakfast time and keep on calling until you're wide awake.

If you sleep heavily—and you very likely do, if you are a heavy worker—see Big Ben at your jeweler to-morrow. His price is \$2.50 anywhere. He's sold by 16,000 watchmakers, but if you cannot find him at yours, a money order sent to *Wentlox, La Salle, Illinois*, will bring him to you express charges prepaid.

**\$2.50**

*Sold by Jewelers. Three Dollars in Canada.*

evangel: "There is no duty we do so much to underrate as the duty of being happy." And again: "I tell you the sword is of gold, the sheath of silver, and the boy who has it is quite contented." He was the boy.

—Arthur M. Growden.

Great minds have purposes, others have wishes. Little minds are tamed and subdued by misfortune; but great minds rise above them.—Washington Irving.



Yo'r Lovin' Valentine



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## VALENTINES

*Right dis way! Heah yo' ar'!*

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Candle sconce	3.00

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 N view of the rapidity with which motor-trucks are being adopted in all parts of the country, it is interesting to consider whether it is more advisable to press a chauffeur into service as a motor-truck driver or to use an ordinary teamster for the work.

The policy of a certain large motor-truck company is to recommend the latter course, believing that the teamster better understands the matter of hauling and delivering goods, and is, therefore, closer to the details of handling

traffic. Of course, the teamster needs to be taught the operation of the motor-truck. And for that reason the following method has been adopted. ¶ When a company decides to abandon horses and install motor-trucks, it is recommended that the teamsters be sent to the motor-truck factory. Here the first lessons are taught. For one week the drivers are placed in the care of an expert, and with him they go over the truck in the making. Various working parts of the truck are shown, and an explanation is given as to the effect of neglect upon these parts. The proper care to be given is explained, and the physical operation of the truck

also is gone into in detail. ¶ The following week the drivers put the theories into actual practise. Instead of being put absolutely upon their own responsibility in the running of the truck, however, they are accompanied on trips by an instructor. The driver now gets his most valuable experience. For from three to five days, as the occasion may demand, he operates the truck, with the expert at his side, to instruct him further on the fine points of driving. Handling the truck in crowded traffic until he

gains the confidence required, the driver is now ready to take full charge of the vehicle. Apart from operating the truck, the new driver is also taught the duties in the way of caring for his machine. The proper lubrication is emphasized; likewise, the things to do every morning before the truck is started on its day's work, and the mastering of simple adjustments now are known.

The good effect of a course of instruction such as this is easy to understand. The inexperienced teamster has in a brief time been made a finished motor-truck driver. He has been made to feel the importance of the proper care of the vehicle. He is made not merely a motor-truck enthusiast, but an expert. It is a fact that nine-tenths of the trouble experienced with motor-trucks is due to ignorance on the part of the driver. This lack of knowledge makes itself known in neglect. The neglect is not wilful, and generally would not exist if the truck-operator had been informed by practical methods how to run the truck, and the proper attention that it demands. But the instruction does not end here. After the driver is pronounced capable of handling the

truck, a representative of the maintenance or service department keeps in close touch with him, and makes it a point to care for the vehicle after it is sold. This representative calls upon the driver at stated intervals, and inspects the working parts of the truck. If the inspector finds that certain parts of the machinery are not properly oiled and cared for according to previous instructions, he points out the fault to the driver. In addition to these instructions verbally given, books are furnished. These con-

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unfitted for the duties of teaming *•••*

In this course of instructions, the inexperienced man is developed much after the method employed in instructing motor-men on street-cars. The ability he possesses as a truck-teamster is brought out to its fullest possibilities, and the result is to make him much more enthusiastic and energetic about his work.

It is as logical for the teamster to become a motor-truck operator as for the cab-driver to be developed into a chauffeur. The problems of each are parallel. The teamster understands transportation of goods, and would be as unfitted to operate an automobile with ease as the cab-driver is to

tain specific and minute instructions as to what the driver is expected to do from time to time to keep the truck in proper working order and the best possible condition.

The advantages of making a motor-truck driver out of a teamster are evident. The teamster is by nature better equipped to do his work. An automobile-driver may know more about the mechanism of a truck, but he is unfamiliar with the type of work demanded of a motor-truck driver. He is, therefore,

drive a motor-truck.—"Scientific American."

*•••*  
**L**IFE is a mission. Every other definition of life is false and leads all who accept it astray *•••* Religion, science, philosophy, though still at variance upon many points, all agree upon this, that every existence is an aim.—*Mazzini*.

*•••*  
A great deal of talent is lost in this world for want of a little courage.—*Sydney Smith*.

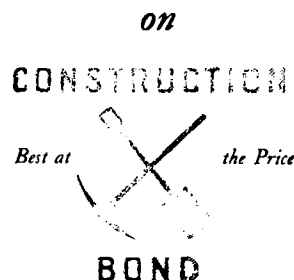
★ **I**N all Catholic countries where ecclesiastical influences have been permitted to develop unmolested, the monastic organizations have proved a deadly canker, corroding the prosperity of the nation. ➤ Withdrawing multitudes from all production, encouraging a blind and pernicious almsgiving, diffusing habits of improvidence through the poorer classes, fostering an ignorant admiration for saintly poverty, and an equally ignorant antipathy to the habits and aims of an industrial civilization, they have paralyzed all energy and proved an insuperable barrier to material progress. ➤ The poverty they have relieved has been insignificant compared with the poverty they have caused.—*E. H. Lecky.*

★ **F**ACT disclosed as to the working of the initiative and referendum in Switzerland is that the initiative and referendum elections are by no means common, a circumstance that rather supports the argument that the possession of this power by the people tends to make the use of it unnecessary, because of a greater readiness on the part of legislative bodies to

respond to the wish of public opinion. This notion is further confirmed by the fact that during twenty years only one-sixth of the laws made in Switzerland were initiated by the people and that only one-sixth of the laws originating in the Federal assembly have been challenged or submitted to a referendum vote. It is a very notable circumstance, too, that, having the initiative and referendum, the Swiss seem to have concluded that the recall is unnecessary.—*Otto Praeger.*

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better things in advertising is the fact that better things can be done, and that better things need to be done. Publicity is an on-and-on proposition. Yesterday's standards are obsolete. Today is fair, but tomorrow will be fine and the day after finer. In no department of human endeavor is the scent for achievement keener than in advertising. There the vital striver gets something more than victuals; he gets victory over indifference and prejudice—also the verve and vim which go with the victory. These help his manhood and add to the sum of human power. It is a hard game and a good one, with millions of eyes on the scoreboard.

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I have been asked to tell just how to write financial advertising. I won't, for I can't: I don't know. But I am trying to find out.

—Richard Wightman.

HETHER love be natural or no, it contributes to the happiness of every society into which it is introduced. All our pleasures are short, and can only charm at intervals: love is a method of protracting our greatest pleasure.—Goldsmith.

**E**VEN the cleverest and most perfect circumstantial evidence is likely to be at fault after all, and therefore ought to be received with great caution. Take the case of any pencil sharpened by any woman; if you have witnesses, you will find she did it with a knife, but if you take simply the aspect of the pencil, you will say she did it with her teeth. —Mark Twain.

**T**HERE are three wicks you know to the lamp of a man's life: brain, blood and breath. Press the brain a little, its life goes out, followed by both the others. Stop the heart a minute, and out go all three of the wicks. Choke the air out of the lungs, and presently the fluid ceases to supply the other centers of flame, and all is soon stagnation, cold and darkness. —O. W. Holmes.

**W**E blame the drunkard and despise him, but why? He can not help the thirst that dominates him; but he could have helped that rash tampering with the causes that produced it—for this he is responsible. The folly and the guilt lie in the tampering: all the rest is law. —A. Coles.

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The car builder who *buys* his tires on a price basis is *selling* you a tire that is *built* to meet his prices.

Remember—the car builder does not guarantee the tire on the car he sells you; his responsibility ends there—but yours begins.

Insist upon Diamond Tires on your new car before buying and you will get them. Diamond Tires are built and sold on a *Quality* basis only. Their first cost to the car builder is a little more than on some other tires, because of the additional mileage and wear that we build into them. Start your new car out on Diamond Tires, and you'll stick to Diamondsever after. That's the only way to cut ultimate tire expense to the lowest.

*In addition to dependable Diamond dealers everywhere, there are FIFTY-FOUR Diamond Service Stations. Diamond Service means more than merely selling tires—it means taking care of Diamond Tire users.*

**The Diamond Rubber Company**  
AKRON, OHIO

We could build them cheaper  
But we won't  
We would build them better  
But we can't

**B**Y love's delightful influence the attack of ill-humor is resisted, the violence of our passions abated, the bitter cup of affliction sweetened, all the injuries of the world alleviated, and the sweetest flowers plentifully strewed along the most thorny paths of life. —Zimmerman.

Morality and political economy unite in repelling the individual who consumes without producing. —Balzac.



## Genuine Indian Rugs direct from weaver to you

### At One-Half Retail Prices!

To you who delight in decorating your home with beautiful, out-of-the-ordinary things—to you who admire the soft, rich coloring, the hand-woven texture and the uncommonness of design in the genuine Indian rug—here is news: For fifteen years I have been selling genuine Indian rugs direct from Indian weaver to customer. I live among the Indians themselves. I have in my own employ expert weavers from families famous for generations for their perfect rug work.

Every rug I sell is woven entirely by hand from pure native wool, hand-clipped and hand-cleaned by the Indians; then hand-spun on primitive spinning wheels, and dyed in primitive fashion by that slow, painstaking process which gives the genuine Indian rug its rich, lasting colors. I am so confident that, when you know them, you will be eager to have such rugs in your home, that I make this

#### Special offer, to get you acquainted.

The rug illustrated is one of the finest even I ever saw, woven by picked expert Indian weavers. The design is a ceremonial pattern—rarely made to sell. The ground color is a rich, deep red; design is black and white. (If you prefer, I can have this design woven with ground color in deep Indian blue or dark olive green.) The texture has that luxurious appearance that only hand-weaving gives. As pattern goes clear through, rug can be used either side, and is easily cleaned. Will last a lifetime; and its colors grow even softer with age. Size 30 x 60 inches. I will send this splendid specimen of Indian handicraft to you for only \$10.00—regular value \$18.00 and will enclose free, a Moki Indian hand-made pottery Meal bowl, hand figured, 8 to 10 inches wide—regular price \$2.00. I will prepay all shipping costs. If you are not more than pleased, send it back at my expense—I will refund your money immediately. All the proof and the risk is up to me.

Every Indian rug I sell is positively the genuine hand-woven article. I deal in no other. My warranty is attached to the rug, under seal.

**FREE:** Send for beautiful display book showing Indian rugs in real colors, with descriptions and special weaver-to-customer price. It also explains my plan of weaving Indian rugs to order to fit any scheme of decoration. Write today.



THE FRANCIS E. LESTER COMPANY

DEPT. T B 3 R

MESILLA PARK, NEW MEXICO



topped with headlines and followed by loosely-written slush

The prizes of journalism are not for those who can think soundly or write well. The man who writes has no chance to reach the real topmost power in journalism. He can only become an employee of some rich concern, writing not what he believes, but what his employers order him to think. What editor today controls his paper? I can think of but one—dear old Henry Watterson, a relic from the golden age. Where is there an editor today like Dana, Greeley, Halstead, McCullagh, Hyde, Joseph Medill, Raymond—a man who makes his paper's policy

## Pliers of Proven Quality

Utica Pliers can not be found on the bargain-counter or in ten-cent stores. They are worth all that is ever charged for them. And so there is no price-butcher in the selling of these Pliers. Reputable hardware-dealers everywhere sell them, but if you do not find them, you can consult the makers.

There is a scientific and commonsense reason for Utica Pliers. They are the only Pliers which fit the human hand. They give comfort to the worker and they accomplish the task.

They are durable. They have proven their quality. They will stand tests which no other Pliers we know of will endure.

Linemen and men whose work calls for the use of Pliers, universally recommend Utica Pliers. They will endorse all of our statements.

Ask your hardware-dealer for Utica Pliers. If he does not handle them, write to the makers for information. Utica Pliers are needed in every business and private house.

**UTICA DROP FORGE AND TOOL COMPANY**  
800 WHITESBORO STREET UTICA, NEW YORK

**H**AT is what the newspaper is here for, nowadays—the money.

It were folly to attempt to disguise the fact. Teach the boys to write! Who ever sees an item in a newspaper well written? Time was when journalism had kinship with literature. Now the chief requisite in a reporter is legs. All he has to do is to get his misinformation as quickly as possible, shout it over a telephone to the office, where it is misunderstood, and then the facts are set up in a "box,"

the expression of himself alone? There is n't one, unless perhaps it be William Randolph Hearst, who is the only great newspaper owner who can write. With this exception there is no newspaper-owner who holds general principles, or literary grace, or any form of idealism supreme. The owners of newspapers are businessmen. They want dividends. They want the business, the commercial ideal, upheld at all hazards. They must get the money from the men who have it.



they must cater to please the men who run the community, and such men are out for their own pockets first, last and all the time. All the rest is "leather and prunella." The great intellectual personality no longer dominates the great paper. The supreme headship of a great newspaper is not the man who may be turned out in a school of journalism, but a money-maker. The journalist proper can never be more than "a hired man" on a great paper. So a school of journalism does not promise the sort of success that means the exercise of the real power of journalism.—*Reedy.*

HERE is first the literature of knowledge, and secondly the

literature of power. The function of the first is—to teach; the function of the second is—to move; the first is a rudder, the second an oar or a sail. The first speaks to the mere discursive understanding; the second speaks ultimately, it may happen, to the higher understanding or reason, but always through affections of pleasure and sympathy.

—*Thomas De Quincey.*

Syllables govern the world. *John Selden*

## The Great Study of "Human Nature"



In every walk of life, in every business and in every profession, the big man is always he who knows how to judge other men—not only men in the mass but the *individuals* with whom he comes in daily contact.

There is a science of man-study which *you* as a seeker for success should investigate. How to get in touch with it *at no expense* to yourself, is told herein.

Men cannot be studied from books *alone*—just as the surgeon must dissect, the lawyer must plead cases and the manager must handle men, so the student of human nature must

learn most of his lessons in the great laboratory of daily life.

But, the surgeon, the lawyer or the business man cannot dissect, cannot plead a case or manage a staff of men without a working system, without first finding out the *underlying principles*.

Equally true is the study of "human nature."

### Sheldon Has Formulated a Working Plan

In your spare hours at home Sheldon will show you the *simple* science of sizing up men. He will teach you how to classify men into certain groups, how to pick out certain types and temperaments, and what methods will most appeal to each particular type in the sale of goods or any other procedure.

This is undoubtedly the *most interesting* and at once the *most valuable* study a man could under-

take. Yet it requires little time and less effort than you think.

It's all a part of The Sheldon Courses in *Business Building, Salesmanship and Man Building*, clearly explained in The Sheldon Book.

If you are seriously interested, a copy is *Free*. This coupon brings it quickly. Why not today?



**The Sheldon  
School**

1330 Republic Building,  
Chicago

**The Sheldon School, 1330 Republic Bldg., Chicago**

Please send me FREE copy of THE SHELDON BOOK and full information regarding Sheldon Methods.

Name

Street

City  State

ENTHUSIASM is that 'secret and harmonious spirit which hovers over the production of a genius, throwing the reader of a book or the spectator of a statue, into the very ideal presence whence these works have really originated. A great work always leaves us in a state of musing.—*Disraeli.*

Be at war with your vices, at peace with your neighbors, and let every new year find you a better man.—*Franklin.*

cilable judgments, be held in perpetual suspense between contrary impulses, and consult forever without determination.

—Johnson.

**L**IFE is a narrow vale between the cold and barren peaks of two eternities. We strive in vain to look beyond the heights. We call aloud, and the only answer is the echo of our wailing cry. From the voiceless lips of the unreplying dead there comes no word; but in the night of death, hope sees a star, and listening love can hear the rustle of a wing.

He who sleeps here, when dying, mistaking the approach of death for the return of health, whispered with his latest breath,

"I am better now." Let us believe, in spite of doubts and dogmas, of fears and tears, that these dear words are true of all the countless dead.—R. G. Ingersoll.

**T**HE main thing about a book is not in what it says, but in what it asks and suggests. The interrogation-point is the accusing finger of orthodoxy, which would rather be denounced than questioned.

—Horace Traubel.



### Have A Better, Earlier Garden By Using Our Frames

They are veritable little portable greenhouses. Plant your seeds in them right now, and get a month to six weeks start.

No special skill or previous knowledge is necessary to insure your success. We will send you our Two P Booklet, which gives you the "getting started" directions.

We are making these frames in six different sizes—the smallest is 11½ inches wide and 13 inches long. Ten of them will cost you only \$6.25.

Then we have a combination offer of three different sizes, 16 frames in all, for \$13.00. We have a notion this is just about what you want. Send for the Two P Booklet. It tells all about frames and their uses, and describes and illustrates the six different kinds we make.

**Lord & Burnham Company**

*Greenhouse Designers and Manufacturers*

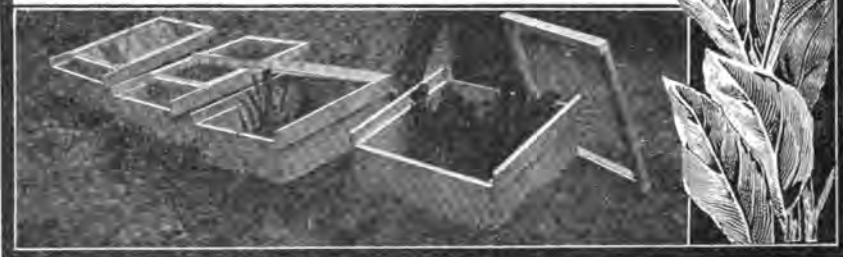
Factories: Irvington, New York and Des Plaines, Illinois

New York  
St. James Bldg.

Boston  
Tremont Bldg.

Philadelphia  
Franklin Bank Bldg.

Chicago  
Rookery Bldg.



**T**HAT every man should regulate his actions by his own conscience, without any regard to the opinions of the rest of the world, is one of the first precepts of moral prudence; justified not only by the suffrage of reason, which declares that none of the gifts of Heaven are to lie useless, but by the voice likewise of experience, which will soon inform us that, if we make the praise or blame of others the rule of our conduct, we shall be distracted by a boundless variety of irrecon-

**A** YOUNG woman in Kansas City made a contract with her alleged lover agreeing to wed; and he, the party of the second part, agreed that if the young woman was not satisfied, it was money back on demand and goods returned after three months. The three months rolled away and the young lady asked for a divorce, putting her prenuptial agreement in evidence. The judge respected the agreement and issued a decree accordingly.

**W**E are here to do God's will. The only key to a right life is self-renunciation. The man who lives for self, who works for selfish ends, is a charlatan at bottom, no matter how great his powers. The man who lives for self alone has never caught a vision of the true meaning and order of the universe.—*Carlyle*.

**N**OTHING is a more frequent and obvious lesson of history than the fact that the moment when struggle and adversity, which have developed some aristocratic class or dominant nation, cease, there sets in a mild decay of strength and character which, if it



### Growing Little Folks

Require certain food elements for the best development of body and brain.

Sometimes these are lacking in every-day food, and many a child is thin and pale instead of plump and rosy.

Such children show quick improvement when given the right kind of food.

## Grape=Nuts

FOOD

is especially helpful to growing children because it contains the needed elements, such as Phosphate of Potash—the vital tissue salt for brain and nerve matter, frequently lacking in the ordinary diet.

A regular morning dish of Grape-Nuts and cream is an ideal breakfast for growing little folks, supplying the right food elements in the right way.

Children like the sweet, nutty taste of Grape-Nuts food and thrive upon it.

*"There's a Reason"*

Postum Cereal Company, Limited,  
Battle Creek, Mich., U. S. A.

Canadian Postum Cereal Co., Ltd.,  
Windsor, Ontario, Canada.

does not end in total disintegration, deadens and checks all further development and progress.—*Gerhardt C. Mars*.

**R**EMEMBER, comrades, you will never make a mistake in being your natural self, in doing what you want to do regardless of your neighbors or the whole world. All natural, spontaneous action is in the line of evolution. Be free. Be a stylist. Set the fashion yourself. Off with the shackles!—*Calvert*.



## The Machine You Will Eventually Buy UNDERWOOD

of yesterday ☛ Flowers garlanded the Grecian altar, and hung in votive wreath before the Christian shrine. All these are appropriate uses ☛ Flowers should deck the brow of the youthful bride, for they are in themselves a lovely type of marriage. They should twine round the tomb, for their perpetually renewed beauty is a symbol of the resurrection ☛ They should festoon the altar, for their fragrance and their beauty ascend in perpetual worship before the Most High.

—L. M. Child.

**BELIEVE** in the religion of Love—Love for everybody and everything—the rich and the poor—the well and the afflicted—the

**N**OW the universal heart of man blesses flowers! They are wreathed round the cradle, the marriage-altar and the tomb ☛ The Persian in the Far East delights in their perfume, and writes his love in nosegays; while the Indian child of the Far West claps his hands with glee as he gathers the abundant blossoms—the illuminated scriptures of the prairies. The Cupid of the ancient Hindoos tipped his arrows with flowers, and orange-flowers are a bridal crown with us, a nation

weak and the strong—the old and the young—for man and for beast ☛ I believe it were better to praise the honest living than to eulogize the dishonest dead—better to pluck a blossom from the breast of Nature and pin it with affectionate touch to the tattered coat of some unfortunate than to lay a wealth of hothouse blooms upon some rogue's luxurious casket.—I. B. Smith.

Fortune befriends the bold.—Cicero.



**W**HAT, indeed, is true civilization? By its fruit you shall know it. It is not dominion, wealth, material luxury—nay, not even a great literature and education widespread, good though these things be. Civilization is not a veneer; it must penetrate to the very heart and core of societies of men. Its true signs are thought for the poor and suffering; chivalrous respect and regard for women; the frank recognition of human brotherhood, irrespective of race or color, or nation or religion; the narrowing of the domain of mere force as a governing factor in the world; the love of ordered freedom; abhorrence of what is mean and cruel

and vile; ceaseless devotion to the claims of Justice. Civilization in that, its true, its highest sense, must make for Peace.

—Lord Russell of Killowen.

**T**HERE is but one straight road to success, and that is merit. The man who is successful is the man who is useful. Capacity never lacks opportunity. It can not remain undiscovered, because it is sought by too many anxious to use it.—Bourke Cockran.

## Old Hampshire Bond

[7]



**Y**OUR big customers—the ones whose business is your prize and pride—probably use Old Hampshire Bond Stationery. See if they don't. If they do not—all the more reason why *you* should use

Old  
Hampshire  
Bond

[8]

**T**HERE are still a few large institutions that do not concern themselves enough about their stationery, just as there are big houses that don't believe in advertising—yet.

Old Hampshire Bond is the best and cheapest advertising you can do. A stock of it is an *investment*—not an overhead expense.



[9]

**Y**OU should see the Old Hampshire Bond Book of Specimens. It shows a wide selection of letterheads and business forms. One style of printing, lithographing or engraving, on white or one of the fourteen colors of Old Hampshire Bond, is sure to exactly express the feeling-tone you desire for your business.

Write for it under your present letterhead.

*Hampshire Paper Company*

South Hadley Falls  
Massachusetts

*The only paper makers in the world making bond paper exclusively.*

**I** GREATLY sympathize with the work against compulsory vaccination, as I do with every struggle for liberty in any sphere of life whatever. The obligation of parents to let their children be subjected to operations deemed necessary by doctors seems to me as great an outrage as the obligation of parents to subject their children to schoolteaching imposed upon them by the government, which in its tendency may be opposed to their views.—Leo Tolstoy.



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THE FRA Magazine for April will be the Agricultural Number. ¶ The Roycrofters are farmers. They operate a farm of five hundred acres and make it pay. Incidentally, they have a lot of fun out of the operation, and give a lot of fun to hundreds of other people who come here from time to time and make a bluff, at least, of helping us till the soil.

¶ The Roycrofters are farmers, not agriculturists. Everybody knows the difference.

More and more are the people in America going back to the farm. To be more exact, they are going *forward* to the farm. ¶ Man is a land animal and can not thrive off of the soil. Health, happiness and efficiency come from being on good terms with Nature.

We expect the issue of *The Fra* for April to be One Hundred Thousand copies. We have no free list, and the people who buy our magazines are those who want them and prize them.

*The Fra* goes to the landowners, the people who have money to buy, the farmers with automobiles who believe in good roads, thoroughbred stock, and who study the subject of Agriculture from the scientific and economic standpoints.

¶ In every issue of *The Fra* for the past year we have had something to say for the farmer, making a plea for the boys and girls who live on the farm, arguing, too, that the place to educate city boys and girls is among the fields, flowers and woods.

Our April number will be the best and finest issue of *The Fra* that we have ever turned out.

Over a dozen of the big writers interested in increased acreage and better lives for the folks who till the soil will contribute.

## Candlesticks, Tapers and Sconces

### *Hand-Hammered Sconce*

This bracket candleholder is exquisitely colored.

Price, \$3.00.



Candle lights soften and add charm to every room where they are used.



### *Combination Taper and Ash-Tray*

Hand-hammered copper, richly colored.  
Price, \$2.00.

### *The Tulip Taper*

This is a tall, graceful candlestick. A pair of these is particularly decorative for a mantel, bookcase or shelves.

Price, \$2.00 each.



### *Colonial Candlestick*

Price, \$2.00.

The Roycrofters, East Aurora, Erie County, New York

# Big Ben



*If you'd rise early, just say when  
And leave your call with me—Big Ben.*

**B**IG BEN has something to say to people who like to get up promptly in the morning.

He guarantees to call them on the dot whenever they want and either way they want, with one prolonged, steady call or with successive gentle rings.

And he guarantees to do it day after day and year after

year, if they only have him oiled every year or so.

There are 16,000 jewelers in the country who have known him since he was *that high* and who'll vouch for everything he says.

Big Ben stands 7 inches tall, slender, massive, handsome. He rings steadily for five minutes or intermittently for ten. He's pleasing to wind, pleasing to read and pleasing to hear. —If you can't find him at your jeweler's, a money order sent to *Westclox, La Salle, Illinois*, will bring him to you express charges prepaid.

**\$2.50**

*Sold by Jewelers. Three Dollars in Canada.*

long-distance conversation record. Brevity is still popular with the listener.

¶ Self-trust is the essence of heroism. It speaks the truth and it is just, generous, hospitable and temperate, scornful of petty calculations and scornful of being scorned. It persists; it is an undaunted boldness and of a fortitude not to be wearied out.

—Emerson.

✗ HAVE put you at the head of the Army of the Potomac. Of course, I have done this upon what appears to me to be sufficient reason, and yet I think it best for you to know that there are some things in regard to which I am not quite satisfied with you.

I believe you to

✗ F you are afraid you will fail, you are halfway to the land of the Has-Beens. Stop thinking you can't succeed and you have turned your back on Failure.

The man who works hard usually plays hard. But he always remembers the working hard comes first.

Regret is the corrosive sublimate of life. Determination not to make the same mistake again is the antidote. Take it.

When you talk business, don't try to break the

be a brave and skilful soldier—which, of course, I like. I also believe you do not mix politics with your profession—in which you are right. You have confidence, which is a valuable, if not an indispensable, quality. You are ambitious, which, within reasonable bounds, does good rather than harm; but I think that during General Burnside's command of the Army you have taken counsel of your ambition to thwart him as much as you could—in which you did a great wrong to

the country and to a most meritorious and honorable brother officer.

I have heard, in such a way as to believe it, of your recently saying that both the Army and the Government needed a dictator.

Of course, it was not for this, but in spite of it, that I have given you command. Only those generals who gain successes can set up dictatorships. What I now ask of you is military success, and I will risk the dictatorship. The Government will support you to the utmost of its ability, which is neither more nor less than it has done and will do for all commanders.

I much fear that the spirit which you have aided to infuse into the army, of criticizing their commander and withholding confidence in him, will now turn upon you. I shall assist you, so far as I can, to put it down. Neither you, nor Napoleon, if he were alive, can get any good out of an army while such a spirit prevails in it.

And now, beware of rashness. Beware of rashness, but with energy and sleepless vigilance go forward and give us victories.

—Letter Written by Abraham Lincoln to General Hooker.



Copy't  
Mishkin  
Caruso



Photo  
McBert  
Gadeki



Copy't  
Dupont  
Homer



Copy't  
Mishkin  
Amato

Victor-  
Victrolas  
\$15 to \$200



Victor-Victrola IV, \$15  
Oak



Victor-Victrola IX, \$50  
Mahogany or oak



Copy't  
Brothers  
Melba



Photo  
Gerlach  
Farrar



Copy't  
Foley  
Tetrassini



Photo  
Gerlach  
Scotti



Copy't  
Dupont  
Sembrich



Copy't  
Dupont  
Schumann-Heink



Sammarco

Victors  
\$10 to \$100



Victor-Victrola XVI, \$200  
Quarter-oak or mahogany

WHERE a comparatively few years ago grand opera was a luxury for the select few, millions now enjoy it every day in their own homes on the Victor.

This wonderful instrument not only brings to you the masterpieces of opera, but they are rendered by the selfsame artists who are captivating hosts of opera enthusiasts in the leading opera houses—the world's greatest artists who make records only for the Victor.

And the next moment you can be listening to the gems of song from the sparkling musical comedies, or being entertained by the leading fun-makers.

It is only a step from grand opera and the classical to the lighter forms of music, for the Victor is wonderfully versatile and changes at will from grand opera to ragtime, from minstrel show to sacred music, from vocal selections to instrumental numbers; the very music you like best at the very time you want to hear it.

# Victor-Victrola

Any Victor dealer in any city in the world will gladly play any Victor music you wish to hear and demonstrate to you the wonderful Victor-Victrola.



Victor Talking Machine Co.  
Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors.

New Victor Records are on sale  
at all dealers on the 28th of each month

LET the soldier be abroad if he will, he can do nothing in this age. There is another personage—a personage less imposing in the eyes of some, perhaps insignificant. The schoolmaster is abroad, and I trust to him, armed with his primer, against the soldier in full military array.—Lord Brougham.

The conditions of success in life are the possession of Judgment, Experience, Initiative and Character.—Gustave Le Bon.





# Chiclets

REALLY DELIGHTFUL

## The Dainty Mint Covered Candy Coated Chewing Gum

Chiclets are used by many people who would use no other gum. Chiclets are made from True Mint. Care, consideration and cleanliness are Chiclet watchwords. This gum has purity plus flavor. Beautiful Bird Album given free to those who save the Bird Cards found in every package. 5 cents the ounce, and 5, 10 and 25 cent packets.

SEN SEN CHICLET COMPANY, Metropolitan Tower, New York

**T**AKE life too seriously, and what is it worth? If the morning wake us to no new joys, if the evening bring us not the hope of new pleasures, is it worth while to dress and undress? Does the sun shine on me today that I may reflect on yesterday? That I may endeavor to foresee and to control what can neither be foreseen nor controlled—the destiny of tomorrow?

—Goethe.

**T**HERE is nothing so great as to be capable of happiness, to pluck it out of each moment, and, whatever happens, to find that one can ride as gay and buoyant on the angry, menacing, tumultuous waves of life as on those that

**T**HE habit of dissipating every serious thought by a succession of agreeable sensations is as fatal to happiness as to virtue; for when amusement is uniformly substituted for objects of moral and mental interest, we lose all that elevates our enjoyments above the scale of childish pleasures.

—Anna M. Porter.

Manhood, not scholarship, is the first aim of education.—Ernest Thompson Seton.

glide and glitter under a clear sky; that it is not defeat and wretchedness which come out of the storms of adversity, but strength and calmness.—Anne Gilchrist.

**I**N New Zealand our marriage-rate is the highest in all European or English-speaking countries; so the vote has evidently not made the women less winsome or desirable helpmates for man.

—Lady Stout, of New Zealand.



**S**LOWLY, but as surely as the passing of time, a new idea is making itself felt in advertising. The idea consists in paying for circulation according to the quality of the publication and its readers—not simply paying for so many sold copies. The time is steadily passing when so many thousand readers for such and such a rate can get any and all business. Thinking men are realizing the fact that the many hundreds of thousands wasted in advertising can be diverted into producing channels. On every side this idea is cropping out.

A few years ago—and today in many cases—very large circulation meant heavy advertising patronage. In some cases this was justified, but very often it was quite the reverse. More and more advertising managers are commencing to think more deeply and to analyze statements which before they had taken for granted.

There are publications of fifty thousand in this country whose columns are worth more to the majority of advertisers than others of double and even treble that figure. Personally, I would willingly pay twice as much



One of Our Nine Rare Creations For 1912

**W**HEN you buy a Detroit Electric you *anticipate* the future, because of this car's many new, exclusive and patented features.

Remember, the Detroit Electric has the *exclusive* right to use in electric pleasure cars, Thomas A. Edison's greatest invention—the Edison nickel and steel battery.

The simple operation of the Detroit Electric makes it the safest and most easily controlled car made. With one hand on the controller lever, you are absolutely master not only of all speeds, but in addition you can apply powerful brakes to the *rear wheels*

with one instinctive, backward pull on this lever, without even touching the foot pedals.

This controller lever practically *thinks* for you. It is impossible for you to make a mistake as every movement is safeguarded. It has another advantage. It is horizontal and allows *full seat room*.

Aluminum body panels add to the strength of the body, beauty of finish and life of the car. They do not check, warp or crack.

For those who do not care to make the expenditure necessary for the Edison battery at first, we furnish the Detroit Electric Guaranteed Lead Battery with our own warranty—the first lead battery made by and guaranteed by the manufacturer of the car. This makes it possible for us to guarantee the car in its entirety.

Beautiful illustrated catalog sent upon request. It tells you about the many other *exclusive* features of the Detroit Electric, made in the largest factory in the world, devoted exclusively to the manufacture of electric automobiles.

**THE Detroit ELECTRIC**  
"Chainless"  
Shaft Drive

**Anderson Electric Car Co.**  
412 Clay Ave.  
Detroit, U. S. A.

Branches  
New York, Broadway at 80th Street  
Chicago, 2416 Michigan Avenue  
(Also Branch at Evanston, Ill.)

Buffalo  
Brooklyn  
Cleveland

Kansas City  
Minneapolis  
St. Louis

Selling representatives in all leading cities.

for space in the former as in the latter. And the time is coming when valuable circulation—among quality readers—will win its own battle.—*Henry H. Hower.*

**23** LEADING is to the mind what exercise is to the body. As by the one, health is preserved, strengthened and invigorated: by the other, virtue (which is the health of the mind) is kept alive, cherished and confirmed.—*Addison.*



"Let us buy that **Globe-Wernicke Bookcase** this spring" is an appeal oftentimes repeated by housewives during the house-cleaning and moving season—simply because its great convenience is so very apparent right at this time.

## Globe-Wernicke Bookcases

eliminate all the trouble and incidental expense involved in cleaning and moving the old fashioned case with its wide swinging doors that are always liable to do damage or get damaged. In case of fire this advantage of portability is even more pronounced as the units (with books intact) can be quickly removed from the danger zone.

You can buy one or more **Globe-Wernicke** sections for the books you now have and be assured that exact duplicates are always obtainable.

**Globe-Wernicke** Bookcases are sold by 1500 authorized agents—usually the leading furniture store in each city. Where not represented the **Globe-Wernicke** Bookcase of your selection will be shipped on approval, freight paid.

### The Blue Book of Fiction

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# The Four Gospels

*A Book by*

Marilla M. Ricker

**J**UST now, when the thought of the world is centered on the preparation of lists of great people, the Portsmouth *New Hampshire Times* suggests the name of "its most illustrious woman citizen, the distinguished lawyer, author, thinker and statesman, Mrs. Marilla M. Ricker. She has few equals and no superior among the noted women of this and other lands."

It will please the friends of this interesting woman to know that Mrs. Ricker has just issued a new book which she calls, *THE FOUR GOSPELS*.

These Four Gospels are devoted to Robert G. Ingersoll, Thomas Paine, John Calvin and Jonathan Edwards. This volume also contains an interesting Foreword, and the author adds a militant chapter on "What Is Prayer?"

With all Mrs. Ricker's criticisms she has a wonderful optimism, and her book is a book of cheer. Says Mrs. Ricker, "There is one faith that is beautiful: the faith of Youth, with its bright hopes, its glowing enthusiasm; the faith in man, in what he has done and in what he can do."

The book sells at One Dollar. Copies can be had by sending your remittance and address to the author.

Marilla M. Ricker

Dover New Hampshire

and sisters ✿  
Make me kind  
and generous  
and merciful in  
my judgments  
of others, even  
as Thou art kind  
and generous  
and merciful in  
Thy judgment.

☞ If sorrow be  
my portion, and  
the pain drives  
the sunshine  
from my heart,  
help me not to  
despair, but to  
bear it with a  
smiling face and  
a trustful heart;  
and may I learn  
thereby to cheer  
and to alleviate  
the sufferings of  
my fellow-crea-  
tures.

May the pas-  
sionate desire of  
my heart to  
love, to be loved,  
and to be kind,  
not lead me into  
foolish or unwise  
acts. May I be  
made to under-  
stand the divine  
wisdom of Thy  
love; the won-  
drous beauty  
and bounty with  
which Thou hast  
surrounded me;  
and may I be

**D**EAR Father, I ask of Thee to keep me from growing small and bitter. Awaken within me, Dear Lord, a great sweetness, a great understanding and a great trust. Help me to overcome the many weaknesses that assail my peace of mind, and to cast out forever the gloom and the doubts that come crowding in.

Teach me to be always kind and thoughtful of others, and to be able and willing to lend the helping hand to my less fortunate brothers

taught to use my God-given powers only to the greatest and noblest ends.

And, if it be Thy will, may there come to me that greatest of all blessings—for which every woman yearns—the love of a strong, true man, and the power to bring to him unlimited joys and blessings. May our two lives unite as one to do Thy bidding, to serve our fellow-men, and to create our Ideal.—*Rena Fleishman.*

☞ Language is fossil poetry. —Emerson.

**WRONG** environment can slay the soul that does not fight. It can suffocate all aspirations that do not insist on breathing freely. It can stab to the death all ideals that will turn their faces and run from ridicule. It can poison all love that is not strong enough to absolve those who would drag life down to their level. It can even bleed the great of their greatness, unless their blood is warm enough to heat other blood to the pace of its current. The soul that would know freedom, happiness and fullest life must escape from the wrong environment, or fight sturdily and overcome it. Therefore, if the environment be narrow, let us delve deep for hidden treasures; if the environment be shallow, let us search the heights for stars; if the sky be cloudy and the ground hard, let us visit with the wind the far-away fruitful valleys, and bring home rich, succulent nourishment to tide us over the period of famine; if the environment be foul, soiling our fairest garments, let us become gardeners, and cherish flowers that bloom best in the mire; if the environment be drowsy as a poppy-patch of luxury, let us tear up the roots that are nearest, so that



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**9½%**

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The Only Non-Agency Company in America  
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In your letter be sure to give:

1. Your Occupation.
2. The Exact Date of your Birth.

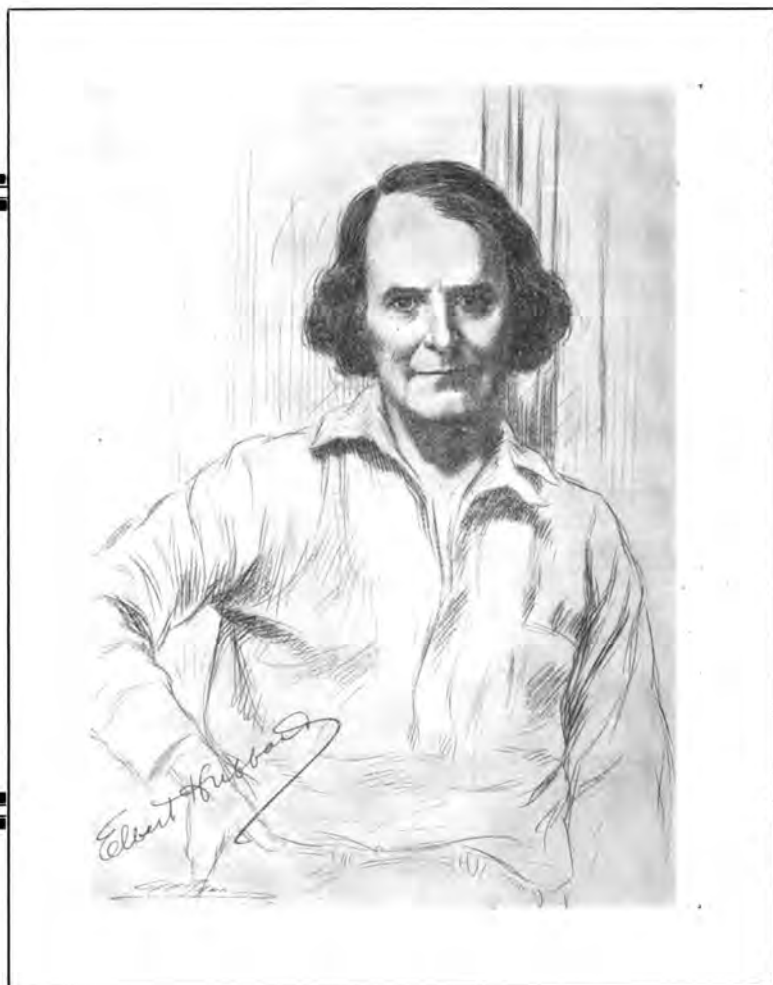
No agent will be sent to visit you: the POSTAL LIFE employs no agents.

Assets:  
\$10,618,383

Insurance  
in force  
more than  
\$50,000,000

we may set our feet on rough and rugged earth; if the environment be cramped, let us, like Samson, break down the pillars of the Philistines at our own peril. ¶ For though the environment be narrow, shallow, dark, foul, dull or cramped, it can be changed by independence and sympathy on the part of those who fight all alone, but who live, love and suffer with all others.—*Marguerite Ogden Bigelow.*

Expression is action; beauty is repose.—*Hare.*



Elbert Hubbard will give his lecture, entitled  
"Modern Business," as follows:

**PHILADELPHIA**, Witherspoon Hall, Thursday Evening, March 21

Seats on sale at John Wanamaker's Book-Store

**BOSTON**, Steinert Hall, Friday Evening, March 22

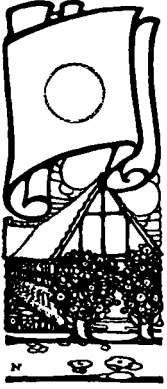
Seats on sale at the office of Steinert's Music-Store, one week in advance

**CHICAGO**, Studebaker Theater, Sunday, at three o'clock, April 21

Seats on sale at the Theater, one week in advance

# LORD AND TAYLOR

An Appreciation by Elbert Hubbard



UT in Kansas I used to know a great character, known to the world as Jerry Simpson, "the sockless candidate."

¶ The legend was that Jerry, in order to show the proletariat that he was one with them, announced that he had no use for any such sartorial luxuries as stockings.

When Jerry came to New York, in Eighteen Hundred Eighty-six, to give a lecture at Cooper Union, he walked on the stage wearing low shoes, high-water pants and sky-blue hosiery. No reference was made to socks, but the audience saw the point, and yelled with delight. It was a great advertisement for half-hose. And thus did Jerry still the pen of the carping critics.

## When Stockings Were a Luxury

SAVANNAH, Georgia, was once a penal colony, and one of the municipal regulations of the city was that no individual sent out of England for England's good was allowed to wear shoes or stockings.

Later, we find the same law being applied to colored people who were slaves, the proposition being, I suppose, that besides shoes and stockings being more or less of a luxury, the shoes might aid the man in making an escape, where an individual in his bare feet would be handicapped, running over rocks and stones, and through briars and brush, and the tangle of the forests.

John Wesley, who was rector of the church at Savannah, Georgia, was called upon by a certain remittance-man, and a request that he should not allow any one to attend his church who did not wear shoes and stockings. To this proposition John Wesley made no reply, but the next Sunday he appeared in the sacred chancel in his bare feet, and while he was in America he never wore shoes or stockings in the pulpit.

His argument was that, as long as some of the people he loved were compelled to go barefooted, he would do the same. He wanted

nothing that all others could not have on the same terms.

Since the days of Sir Walter Raleigh and Queen Elizabeth, hosiery has played a big part in society.

The sale of socks has steadily increased, and the consumption of hosiery today in America per capita is greater than that of any other country in the world by thirty per cent.

There is an unwritten law that a woman's stockings must match her dress, and the gentleman whose socks and necktie do not co-operate is out of the social pale, and beyond the reach of pink pills.

There is an immense number of men and women in comparatively moderate circumstances who buy hosiery of assorted colors by the box.

Even the so-called plain people have hosiery the equal of which surpasses anything worn by Sir Walter Raleigh or Queen Elizabeth.

¶ We are being educated in colors and tints, all within, say, the last ten or fifteen years.

¶ It used to be that the three primary colors—red, yellow and blue—were sufficient, and we hear that Commodore Vanderbilt, on being asked what color should be used in painting his freight-cars, said, "Use any dam color you wish, provided it is red."

Now, we get gentlemen's neckties and socks in something like two dozen distinct art tints, all at prices so very reasonable that they might even have allured the Honorable Jeremiah Simpson.

## Some Ambitions Realized

THE finest hosiery in the world is handled by the firm, Lord and Taylor—also, the most of it.

Lord and Taylor are the largest dealers in hosiery on the planet Earth. They carry stocks of stockings that run into the millions, and put our mathematics and vulgar fractions to the bad.

Stockings are not now used so much as receptacles for money as they once were. The stocking under the bed, full of doubloons or copper pennies, lives only in poetry. Stockings are being worn, and with the aid of sensible



shoes, sanitary plumbing, and Ivory Soap, they are lasting longer than ever before.

Also, curiously enough, we have fast colors. The highest ambition of William Morris was to make a perfect blue. He finally succeeded, and his secret is now the secret of Lord and Taylor, which means that it belongs to the world. ¶ The dyer's hand is no longer subdued to what it works in. The dyer's hand never touches the dye. The dye is cast by machinery, and with the aid of science, art no longer lags behind, fearful and afraid. Art is for all.

### **The Consumption of Hosiery**

HERE are a hundred million people in America. One-third of these run barefoot, so Roger Babson, the statistician, says. It seems a pretty big proposition, but we must remember that there are a good many of the hundred million that are babies, and there are whole sections of the United States that are practically guiltless of shoes and stockings, save on Sundays and state occasions.

The consumption of hosiery in America is estimated at one hundred million dollars. One-tenth of all this hosiery passes through the warehouses of Lord and Taylor.

The question arises, "How does it happen that this firm has secured such a large share of the trade, in view of the fact that there are upwards of six thousand firms in the world that manufacture hosiery!" And this, of course, does not include all of the good dames who do knitting by hand.

When I heard that Lord and Taylor sell ten million dollars' worth of hosiery a year, I set about to learn, if possible, the cause why, and see if the octopus was not growing a few extra sets of tentacles, and working over-time.

This was something like six months ago, and since then I have visited various mills and factories where hosiery is manufactured.

### **The "Onyx" Brand**

HE Lord and Taylor brand of hosiery is known as the "Onyx." "Onyx" socks and stockings run in prices from twenty-five cents to one hundred dollars a pair.

"Onyx" hosiery is made in a multitude of patterns and styles for men, women and children. Wherever this word "Onyx" is used as applied to hosiery, it stands for style, quality, workmanship, efficiency. It means use and beauty.

Lord and Taylor utilize the services of mills in many countries. Manufacturers in Germany

and France that have the ability to make anything surpassing well in the hosiery line find a quick and ready market with Lord and Taylor.

Also, in many instances, the Lord and Taylor folks have thought out and figured out what the American people want, and then they have scoured the world for mills that could make the particular goods demanded. They have brought the spinners, the dyers and the knitters into co-operation with the consumers, with the slightest possible expense in the haul from mill to chiffonier.

### **The Work of One Man**

IG things are done by one-man power. A committee is a thing that takes a year to do what one good man can do in a week. While the Weisenheimers argue that a thing can not be done, the man of initiative simply goes and does it.

At a guess, I would say that the hosiery business of Lord and Taylor traces to one particular man. No committee or syndicate could ever have performed the miracle.

This man's name is not on the sign, nor on the letterheads.

"Every great institution is the lengthened shadow of a man," says Emerson.

This man knows the hosiery business as no one else in the round world does today. He is king in his own particular realm, and yet is never in the limelight. His business is to select his men—and at the last, men are the prime products at Lord and Taylor's.

Every man's strong point is his enthusiasm. He bubbles with good-cheer. He knows how to vaccinate everybody in his vicinity with his own animation, and hosiery is this man's particular pet.

There are several big men in Lord and Taylor's, all brought up in the business.

In order to get a thing done superbly well, a man must focus on one thing.

And so when the Lord and Taylor folks figure out a certain line of hose that they sense the people should have, they go to a mill and tell what they want as to color, style, package. Everything is worked out and thought out, and finally the mill-owner is told to turn himself loose and make this one thing.

And through this specialization, "Onyx" hosiery is now taking its place in the world of fabrics in a way that nothing else in the stocking line ever has before.

The best people in the United States now know that "Onyx" hosiery means the very best quality at the very lowest possible price, and no matter what you pay for "Onyx" hosiery it is worth the figure. You get what you pay for—and also, I hope, you pay for what you get.

¶ There is no jockeying in price. Nights and days devoted to thinking things out—the net results of years of experiment—are yours.

### Leaders of Men

SO here is a business done on the new American plan of absolute honesty, absolute truth, and everything for the benefit of the consumer—all on the basic proposition that the only way to success is to help humanity.

Charles Ferguson, Philosopher Extraordinary, has recently said that only one man out of thirty in America is a public servant. That is to say, most men are hotly intent on helping themselves and bettering their own condition by keeping a constant eye on the main chance. But one man out of thirty puts his work before the thought of dollars, and only such a one, says Ferguson, is a public servant. A public servant's one intent is to render a service to the world.

"And this man," adds Mr. Ferguson, "is the one who today is making the greatest success in business." This one man out of thirty, the man who gives an absolutely undivided service, and who uses his energy, his education, his talent, his skill, for the protection and for the betterment of everybody with whom he deals, is the man who strikes thirteen in his own line.

Such a man is Thomas A. Edison, such is James J. Hill, such is William G. McAdoo, such is William C. Brown, each one of whom is a public servant, plus. And around such a man is gathered a group of men into whom he infuses his own helpful and courageous spirit. He is a leader of men, and a teacher. Also, he is a pupil, for the great man is always going to school. His education is never complete.

So the concern of Lord and Taylor now stands as a public servant—a great public benefactor—and yet it is simply a business house.

### The House of Lord and Taylor

AS all the world knows, Lord and Taylor deal also in dry-goods.

The firm was started in the year Eighteen Hundred Twenty-six by Samuel Lord, a

young Englishman, then twenty-one years of age. His little store was at Number Forty-seven Catherine Street, a short street down near the water-front, where most of the business of New York City was then done. New York, then as now, was the biggest city in America, and it had a hundred thousand people. Just so!

Young Lord had one clerk who helped him sweep off the sidewalks, and take down the shutters, at six o'clock every morning.

All stores then had to have shutters, because glass was very precious, and many sailors, who, like the cats, did not distinguish between night and day, had a penchant at that time for breaking windows. The windows are safe today, however, and when George von L. Meyer's boys anchored in the Hudson a few months ago, many of them went to Lord and Taylor's to buy socks, thus refuting that libel that sailormen change neither their minds nor their socks. ¶ But Samuel Lord took down his shutters every morning for two years, and then George W. Taylor, another young Englishman, came to help him. The firm was Lord and Taylor. Their store was at the corner of Grand and Christie Streets, this being the mercantile center of New York, close to the market, where long strings of farmers' wagons used to come twice a week.

Lord and Taylor aimed to sell the best goods only. Their prices were supposed to be high. They did not deal in bargains. They were conservative merchants along the old lines; but in some way the people of New York seemed to believe in them. ¶ The store grew, and the place proving too small, another store was erected at Broadway and Grand Street.

The years went by, as the years do, and a store was built at Broadway and Twentieth Street. This was in the year Eighteen Hundred Seventy, and was regarded as 'way up town; the move was an experiment, and to hold the trade the old store at Grand and Christie Street remained until Nineteen Hundred Two.

The particular folks who wanted particular products went to Lord and Taylor's at Broadway and Twentieth Street, even as they do today. Lord and Taylor serve the grandchildren of their former customers. They have served three generations, and are now on the last quarter of the century run.

The concern still does business at Broadway

and Twentieth Street, having spread out, expanded and extended, with an entrance carried through to Fifth Avenue.

Recently an "L" has been added to Nineteenth Street, so that Lord and Taylor now have fronts on four streets.

The concern is a corporation, and the stock is owned largely by men and women who have grown up with the business.

### Hundred-Point Men

BELIEVE it is a fact that Lord and

Taylor pay higher wages to their employees than any other similar concern in America. Their salesmen are men of intelligence, skill, talent and worth—men who could only be held by a larger pay than is given to the average so-called "counter-jumper."

This high degree of business and artistic talent, and the willingness to pay for service rendered, has placed Lord and Taylor in a class by themselves.

### Counting the Cost

HERE is a superstition in some minds, however, that everything at Lord and Taylor's is "way up" in price. There is a deal of fallacy in this. Lord and Taylor's prices, quality considered, are quite as reasonable as are those of the so-called bargain-houses.

Ample capital, every facility for buying, long experience, and a conservative policy of keeping only the best, of never experimenting with the bizarre, the cheap, or the tawdry, have placed this house in a position where it has standardized its business. Everything is sold on a moderate per cent of profit. The company being rich, and not expanding unduly, its business is the very antithesis of a gamble. It handles only the very best possible goods, and sells at the lowest possible per cent of profit.

### Specialization

THE department of Lord and Taylor's which has served not only New York but the entire world is the "Onyx" Hosiery Distributing Department.

Next to this come the distribution of "Merode" and "Harvard Mills" brands of underwear. These lines have evolved with the hosiery, because, in certain instances, mills were found that could manufacture underwear superbly well, and these mills were contracted with so as to take their entire product.

Any mill that manufactures knit goods, and then starts out to peddle the product, labors

at a great disadvantage. Successful business today turns on specialization, and he who would succeed must focus on one thing, and say, "This one thing I do."

So, under the able generalship of men brought up in the business, a company of strong healthy, animated, industrious, intelligent, economic and artistic men and women has focused on hosiery, giving nights and days of thought to weave, finish, brilliancy, permanency of dye, art tints, reinforced parts, cost and style of package—until "Onyx" hosiery is known by the world of buyers to be practically without a rival. It is a wonderful achievement, and an honest achievement, and all done without stepping on the tail of the Sherman Act.

Lord and Taylor occupy a big place in the history of American business. But in this one thing of hosiery they have done the work so surpassingly well that he who writes the history of American commerce must devote to "Onyx" hosiery a full chapter, and weave the name in any color he wishes—provided it is red.

Civilization turns on Organization; and Organization, in order to be of any value, must be Scientific.

ADVERTISING is fast becoming a fine art. Its theme is human wants, and how they may be gratified. It interests, inspires, educates—sometimes amuses—informs and thereby uplifts and benefits, lubricating existence and helping the old world on its way.

ECONOMICS changes man's activities.

As you change a man's activities you change his way of living, and as you change his environment you change his state of mind. Precept and injunction do not perceptibly affect men; but food, water, air, clothing, shelter, pictures, books, music, will and do.

THE General Superintendent of the Lake Shore Railroad, the other day, told me that he never allows an engineer to take an engine out who is in an unhappy frame of mind. If the man has domestic trouble, they just pity him and suggest that he get another job. The fellow who is preoccupied, thinking of himself and of his troubles, is not the man that you want to trust your life with. The safe man is the happy man—the one with a contented mind.



## Sewage at Your Country Home A Problem Solved

¶ Burton J. Ashley, the Sewage-Disposal Expert, says that you can not dispense with the sewage problem with an order to an unscientific plumber to go ahead and get the thing done, any more than Arnold Bennett can write his impressions of America in Ten Minutes.

¶ Recently Mr. Ashley made an argument in *The Fra* for his Sewage-Disposal System. In response, he received a telegram from San Antonio, Texas, to catch the "Katy Flyer" and make twelve hundred miles in the quickest possible time. When Mr. Ashley arrived at San Antonio, he found that a distinguished citizen of that City was seriously interested in having something done at his

beautiful villa just outside of the City. His caretakers were working night and day on a pump in an old cesspool. As this advertisement is not a realistic novel, we will not present details; but Mr. Ashley built a Sewage-Disposal Plant and the troubles of this Southern Gentleman are now diminished greatly.

¶ The Sewage-Disposal Plant has absolutely done away with any more bother in that direction. But while Mr. Ashley was in San Antonio, his office was flooded with letters and telegrams from other directions. So Mr. Ashley has decided that inasmuch as everybody seems to want him, sometimes several at a time, he will study the cases at home.

¶ Send him a description of your Sewage Woes. He will go into a study of the case and report to you about what can be done and the approximate cost. For this service, he will make no charge.

¶ Mr. Ashley's Manual of Sewage Disposal will tell you all about his plan and how to provide Sewage Disposal for country homes, schools, hospitals, etc. You may be assured of Mr. Ashley's personal attention. Write for Manual F now, so that you will not have to telegraph Mr. Ashley in sore distress and hot haste.

---

**Ashley House-Sewage Disposal Company, Morgan Park, Chicago, Ill.**

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## SPEEDWAY!

**S**PEED-BOATING is the coming American Sport. Businessmen especially are more and more becoming interested in getting out on the Briny. There is something akin to business in Speed-Boating which the businessman recognizes and likes.

To steer a boat at sea, even in an approximately straight line, requires constant manipulation to manage; and successful business requires a constant readiness to change your course. A constant search for better things, better tools and better methods is the rule. The tug of inertia is everywhere—what some one has called the eternal cussedness in inanimate things. To overcome and circumvent the difficulties is the work of the man of enterprise.

And so the businessman is getting more and more interested in taking his rest in the life with which he is most at home. A fast boat that glides along on her keel, instead of sliding on her transom through a shower of spray—that will bring you through the fresh sea-air safely

and quickly—is the sort of boat to spend your vacation with.

"Speedway" is a name which symbolizes efficiency, economy, luxury, speed and beauty in the Boat World. Speedway Gasoline Engines and Launches made by The Gas Engine and Power Company and Charles L. Seabury and Company, Consolidated, are of especial interest to businessmen who want dependable and speedy craft.

These expert boat-makers have studied all of the problems which heretofore have confronted motor-boat owners, and today they offer a boat which will give you a maximum of service with no mechanical defects to mar your pleasure. The boat they will build for you will be your companion for many moons.

An illustrated booklet is issued by these makers of boats de luxe, which will give you detailed information about their splendid launches and the unexcelled Speedway Engine. Ten cents in stamps will bring it to you.

---

Gas Engine and Power Company and Charles L. Seabury and Company, Con.  
Morris Heights, New York City

---

# Questions for Fraternity

Questions from this number of *The Fra*. Use these for topics of discussion at the meetings of your Junta. Members who are working for Certificates or Diplomas should answer the questions on separate sheets and send papers to us for examination and marking—no charge

## Lesson Number One

- 1 What are the advantages of Poverty?
- 2 What is an Iconoclast?
- 3 What is the distinction between a virile and a vitriolic pen?
- 4 Who was Henry Labouchere, and what did he accomplish?
- 5 Give in a few words your estimate of William Marion Reedy.
- 6 Name the chief characteristics of a Typical American.
- 7 What is the Law of Paradox?
- 8 What is Nervous Prostration?
- 9 What in your estimation is the Cornerstone of Society?
- 10 What do you understand by the College Spirit?
- 11 What is Whim?
- 12 What is a Daffy Dill?

## Lesson Number Two

- 1 Who was (a) Mozart? (b) James McNeill Whistler? (c) Tyndall?
- 2 Should the Post-Office be self-supporting? Why?
- 3 What is the Inquiring Mind?
- 4 Define Provincialism.
- 5 What is the difference between a Dynamo and a Motor?
- 6 Should Prize-Fighting be legalized?
- 7 What is the Law of Absorption?
- 8 Distinguish between Hegelianism and Transcendentalism?
- 9 What is the difference between Humanitarianism and Theology?
- 10 To what degree is religion becoming humanitarian?
- 11 Who in your estimation are the world's greatest living women?
- 12 How do they compare with the world's greatest living men?

## Lesson Number Three

- 1 What is Clean Journalism?
- 2 Why is the Christian Science *Monitor* an ideal newspaper?
- 3 Who was (a) Xerxes? (b) Pericles?
- 4 What will be the advantages of the Panama Canal (a) to the United States? (b) to the Nations?
- 5 Should the Canal be fortified, and why?
- 6 Do you believe in Ship Subsidies? Why?
- 7 What are the objects of the National Reserve Association?
- 8 Distinguish between Marxian and Fabian Socialism.
- 9 What are the penalties of disobedience to Nature's Laws?
- 10 What are the Laws of Nature?
- 11 Define Sin.
- 12 Is Consistency a virtue?

## Lesson Number Four

- 1 Is Advertising a science?
- 2 What is meant by dignity?
- 3 Is the automobile a necessity or a luxury?
- 4 What in your estimation is the future of the automobile?
- 5 Name the greatest Presidents of the United States.
- 6 Do we need businessmen in our government?
- 7 What are the characteristics of Jeffersonian Democracy?
- 8 What are the uses of Adversity?
- 9 Is character the result of environment?
- 10 What are the essentials of success?
- 11 What do you understand by Fashion?
- 12 What is the difference between Knowledge and Wisdom?



## Easter Gift Books in Beautiful Bindings

MODELED-LEATHER BINDING



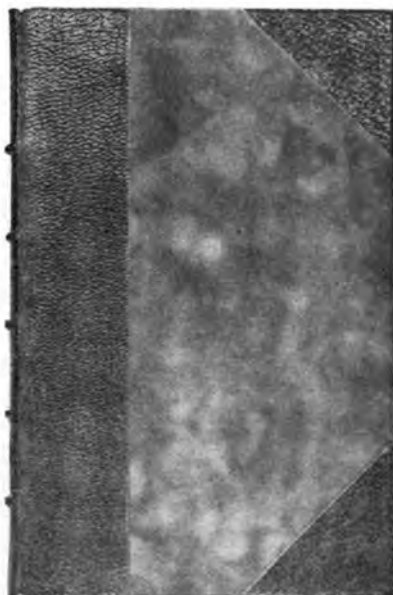
*Health and Wealth*  
By Elbert Hubbard  
Price, \$10.00

MODELED-LEATHER BINDING



*White Hyacinths*  
By Elbert Hubbard. Price, \$10.00

THREE-QUARTERS LEVANT BINDING



*Love, Life and Work*  
By Elbert Hubbard  
Price, \$10.00

ALICIA BINDING



*The Essay on Nature*  
By Ralph Waldo Emerson. Price, \$7.50

The Roycrofters, East Aurora, Erie County, New York

The FRA: A Journal of Affirmation, Exponent of The  
Practical Philosophy. CONTENTS, March, 1904

Cover Portrait, WILLIAM MARION REEDY

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wishes; to organize one's life; to distribute one's time; to take the measure of one's duties, and make one's rights respected; to employ one's capital and resources, one's talent and one's chances profitably—all this belongs to and is included in the word order. Order means light and peace, inward liberty and free command over oneself: order is power.—*Amiel*.

One has success until he has the abounding life. This is made up of the many-fold activity of energy, enthusiasm and gladness. It is to spring to meet the day with a thrill at being alive. It is to go forth to meet the morning in an ecstasy of joy. It is to realize the one-

ness of humanity in true spiritual sympathy. It is, indeed, that which one is; not that which one has.—*Lilian Whiting*.

S a horse when he has run, a dog when he has tracked the game, a bee when it has made the honey, so a man, when he has done a good act, does not call out for others to come and see, but goes on to another act, as a vine goes on to produce again the grapes in season.—*Marcus Aurelius*.

HAT comfort, what strength, what economy, there is in order—material order, intellectual order, moral order. To know where one is going and what one wishes: this is order. To keep one's word and one's engagements—again order. To have everything ready under one's hand, to be able to dispose of all one's forces, and to have all one's means of whatever kind under command—still order. To discipline one's habits, one's efforts, one's

At all times and under all conditions, man in the mass is the only subject worth thinking about or legislating for. Day by day this becomes more and more apparent around the globe, and none of its manifestations is so important as this impending change in business, by which it shall be conducted for the sake of man in the mass, and not for the sake of a fortunate and overfed class.

So far as men have been able to foresee, this is the certain trend of evolution. To agitate, to complain, to demand restrictive legislation, to fulminate, to try to distinguish between good trusts and bad trusts, to denounce, to regret the days that are past, to prosecute, to indict, are equally vain and equally foolish. Nothing will come of these employments but some very sorry spectacles. We live in the Twentieth Century, not in the Fifth. We ought to be as willing to admit economic as geological facts, and the Age of Competition has passed from this earth as surely as the Age of Shellfish. Now comes the Age of Man.—Charles Russell.

Friendship 's the wine of life.—Young.

# FREE for Six Months My New Magazine INVESTING for PROFIT

*This wonderful magazine is the "Investor's Brain Partner" and often referred to as the "Little Schoolmaster of the SCIENCE OF INVESTMENT."*

## Don't invest a dollar anywhere until you at least read *Investing for Profit Magazine*

"Every investment he touches turns into money." This is a common every day expression—no doubt you know a few such men among your acquaintances. These men do not follow blind luck—they have mastered the law of Financial Success. You may watch them conceive and carry out their financial plans successfully—and you know they are not mentally stronger than you are. But it is the KNOW HOW in conjunction with brains that counts.

The education necessary to transform mind conceptions into visual realities is the element necessary to bring wealth to the dreamer. Until you learn the real earning power of your money—the difference between rental power and earning power—the underlying principles of incorporation—the science of investing—don't invest a dollar in anything anywhere.

### Investing for Profit—A Liberal Financial Education

I claim—and I can prove it beyond the shadow of a doubt—that my magazine has not only made thousands of dollars for its readers—but it has SAVED them from losing many thousands of dollars in unwise investments. Until my magazine, *Investing for Profit*, appeared the small investor never had an opportunity to ask for and receive honest, unbiased, sound, logical advice and counsel in the science of investment.

Think this over. What are you worth today? How much do you expect to be worth ten years from now? And how are you going to build your fortune if you do not take advantage of the best advice and counsel you can possibly get on the subject of investing for profit? Just so surely as there is a law of gravitation, so is there a law of financial success. Without money you can accomplish practically nothing—so if you have \$5 or more per month to invest, read my magazine.

### Why I make this Free Offer

It is the ambition of my life to give to the great masses of the American people for the first time in their lives comprehensive instruction in the science of investment—the knowledge which bankers and financiers hide from the masses—the true inwardness of the great problem of scientific and profitable investment—placing this information before you in facts and figures which you can easily understand. The rich man KNOWS the science of investment—the poor man unwittingly permits himself to lack this knowledge. This is the mission of my magazine—it is free to you for six months for the asking. In requesting it you promise nothing—obligate yourself in no way. I am glad to send it to you, for nearly everyone subscribes at the full \$1.00 price after reading it free for six months.

The number of free six months' subscriptions is limited.

**Sign and mail this coupon at once**

**H. L. BARBER : Publisher : CHICAGO**

## Mail this now

H. L. BARBER, Publisher,  
70 N. Jackson Blvd., Chicago.

Please send me FREE for six months *Investing for Profit* and enter my name on your list for Free Financial Advice.

Name \_\_\_\_\_

Address \_\_\_\_\_

NOBODY, I believe, will deny that we are to form our judgment of the true nature of the human mind, not from the sloth and stupidity of the most degenerate and vilest of men, but from the sentiments and fervent desires of the best and wisest of the species.—Archbishop Leighton.

Courtesy and composure are mighty weapons in life; they make us superior to our opponents when they storm upon us.—Robert Gersung.



## Easter Greetings

**T**HIS season The Roycrofters have designed and printed some decidedly original and really human Easter Greetings, full of the happy suggestions of earth and the joyousness of Spring-time. Space is left so that you can write in your own friendly sentiments. ¶ These are done in three colors on handmade paper, envelopes to match. They are ten cents each. The list follows:

THE ETERNAL QUEST  
THE CHASE

EASTER GREETINGS  
YELLOW JONQUILS

The Roycrofters, East Aurora, Erie County, New York

## Easter Sweets

Pecan Patties are true Spring Candies, because they are made from maple-syrup of the first run. The combination of this pure syrup and the best Texas pecans makes a delicious, delectable candy that has the distinction of being different from any other that you can buy.

Each patty is wrapped in a waxed paper, and the whole box is dainty and attractive.

An Easter card goes with each box. We will put your name on our card, or will enclose your own — just as you wish.

The price of the Pecan Patty box is just One Dollar, prepaid anywhere.



The Dollar Box

The Roycrofters, East Aurora, Erie County, New York

# Artistic Trays Aid Dainty Service



**Small  
Fruit-Tray**

Seven and seven-eighths inches in diameter.

Price, \$1.25



**Simple Serving-Tray**

Eleven and three-fourths inches in diameter.

Price, \$3.00



**Tea-Tray of  
Unusual Design**

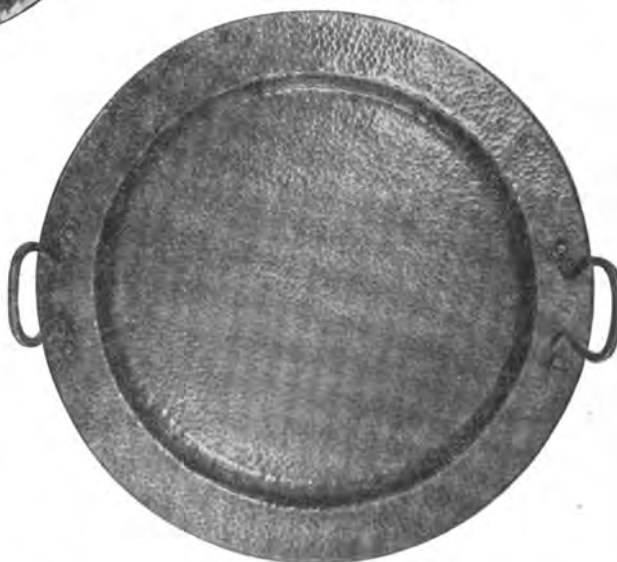
Twelve and one-half inches in diameter.

Price, \$4.00

**Special Afternoon  
Tea Service Tray**

Fifteen and one-half inches in diameter.

Price, \$6.00



Our trays are made of hand-hammered copper after special designs. We gain some unusual effects through the use of color, and these trays have rich and rare color-tones.

The Roycrofters, East Aurora, Erie County, New York



## Song Is the Index of Health



HE suffragettes are with us—they read *The Fra*. Yet we must here acknowledge the fact that only male canaries sing. There are no Tetrizzinis among the birds; also, it is true that only domesticated male canaries sing.

¶ When male canaries are given good tutoring, gentle care, and are kept in splendid health, they become mighty midget Carusos. Radiant health is just as needful for canaries as it is for members of the Metropolitan Opera Company.

¶ Song is the index of health in birds as well as men. Plumage tells the same story. A bird in perfect physical condition and feather is the only kind we ought to have.

¶ The Philadelphia Bird Food Company are makers of a food that keeps birds healthy, happy and clever. *Bird Manna* is a food, a stimulant and a tonic. ¶ The famous canary-breeders of Saint Andreasberg, as well as those in the Harz Mountains of Germany, use and recommend this preparation. You can buy *Bird Manna* of your druggist or a package will be mailed you for 15 cents in coin or stamps.

¶ *Orange Color Food*, produced by The Philadelphia Bird Food Company, is conducive to that beautiful deep yellow color—the glory of healthy canaries. This is a food, not a drug. It is used during the molting season and while the feathers are growing on young birds. It is put up in half-pint bottles, and sells at 25 cents.

¶ Some valuable books are issued by this company, which ought to be possessed by every bird-owner. "The Bird Fanciers' Handbook," a volume of 120 pages, well illustrated, will tell you all that is necessary for the care of your birds. The book will be mailed on receipt of 15 cents. The book and a package of *Bird Manna* will be mailed for 25 cents. *Orange Color Food*, *Bird Manna* and one 32-page and one 120-page bird-book will all be mailed to you upon receipt of 50 cents.

*Note: BIRD MANNA is sold only in white metal caps, with the trademark, P. B. F. Co., in red.*

Take no chances with your bird's life by giving him dangerous imitations.



THE PHILADELPHIA BIRD FOOD COMPANY

Four Hundred North Third Street : : Philadelphia, Pa.

them in the bonds of debt so that they could not fight. This is a parable. His real name was not Dives, and he was not in Hell when the story begins; merely in a dingy, high-gabled building in the Judengasse at Frankfurt-on-the-Main, a pawnbroker's shop with the sign of the Red Shield. From this he set forth to bring peace among the nations. He was at Waterloo, and he rode the wave of British gold which wrought the downfall of Napoleon. To him and to his assigns, Great Britain still pays one hundred fifty million dollars interest per year for his powerful assistance. His spirit still rules. He plays no favorites, and the armament syn-

THE Unseen Empire of France has already "absorbed" and "distributed" twenty-six billion dollars of war bonds for the States of Europe. On this sum the people pay one billion one hundred fifty million dollars each year in interest. In its turn it guarantees the peace of Europe. It will not let its debtors fight. Kipling tells us the story of Dives in Hell, who was set free on condition that he would bring peace to all the nations. He sold them sea power and land power, and bound

indicates know him as their best friend. He is still the "uncle of the kings."—David Jordan.

HEY are mightiest to help others who have won through principle. They work intelligently who work not merely because of belief in the teachings of others, but because they have lifted their own consciousness to a clear conception of what is truth, and they work, live and dwell in its vibrations of harmony.—Floyd B. Wilson.

**D**ON'T be too contented! However pleasant your surroundings, however placid your relations with your fellows, however self-satisfying your opinions—don't let them put you to sleep! Wake up, brother! Contentment far too often is just intellectual stagnation. Don't be a slave to authority, a blind follower of precedent, clinging, through all these pregnant, progressive years, to the outlived methods and ideas of a long-dead past. Such contentment will bring you poverty instead of riches, contempt instead of honor, oblivion instead of success. Perhaps the germ of great achievement slumbers on in your heart, because you are—contented! Be unsatisfied—but cheerfully and hopefully so! Let dissatisfaction be a spur to greater effort—and may it drive you till you are weary—till you have accomplished something worth living for. See more, study more, learn more, determine more, achieve more! Search ever for the truth. Let no opportunity escape that can help you onward and upward; but, "Grasp the skirt of happy chance, and breast the blows of circumstance."—*Doctor W. C. Abbott.*

## Will you accept this book

Published Annually  
For Twelve Years



Vest Pocket Size

daily value to you—a **time-saving source of accurate information**. Although the 1912 edition has only been off the press thirty days, we have already received orders from hundreds of business men who have tested the Data Book & know its value.

**To test the value of this book just check the items that you have wanted to know at a moment's notice**

Information regarding newspapers.  
Facts and figures about magazines.  
Detailed or general information about bill posting or painted signs.  
Data on trade papers.  
The cost and value of street car and elevated cards, electric signs or theater advertising.  
Number of dealers in various lines.  
Facts and advice on half-tones, zincs, electrotypes, stereotypes, wood cuts, paper stock weights, etc.  
Statistics about family incomes, farm incomes, bank deposits or building operations.  
How to get out effective catalogues and literature.  
How to secure a copyright or patent. (By the way, this process has been changed a lot the last year.)  
Information valuable for a successful follow-up campaign.  
How to correct a proof so that the printer can understand you.  
Type—How many words to the square inch, etc.

The Mahin Advertising Data Book furnishes you an authentic reply to all these questions, and it will give you a quick answer on thousands of other subjects—all thoroughly indexed and ready for instant reference. Among the thousands of users of the Data Book are such well known advertising managers as Arthur D. White of Swift & Company, S. C. Dobbs of the Coca-Cola Company, E. St. Elmo Lewis of the Burroughs Adding Machine Company, and G. H. E. Hawkins, Advertising Manager of The N. K. Fairbank Company. The latter in a recent letter about the Data Book expressed himself as follows:

"I know of no book that contains as much information in as little space as 'The Mahin Advertising Data Book.' Every business man should have this book. To any one who spends money in advertising it is indispensable. I congratulate you on the progress you have made with

it and wish you continued success."

The Data Book also contains

### How to Judge an Advertisement

John Lee Mahin's famous "Ten Tests" have been re-written by him and broadened in their scope. The Ten Tests are an exclusive feature of the Mahin Advertising Company and are published only in the Data Book. These tests are not mere theories. They have been applied to this advertisement.

**Ten Days Free Inspection of This Book**  
**Valuable Every Day, the Place for Accurate Reference**  
**Time-Saving, Conveniently Indexed, Nothing Like It**

**\$3 Value For \$2** A 580-page book legibly printed on Oxford Bible paper and leather bound, that will easily slip into your vest pocket. If, at the end of ten days, you feel that you can't afford to be without the Data Book, send us \$2.00 and we will send you for one year the Mahin Messenger—which alone is worth at least \$1.00—containing, every month, short, snappy, up-to-date sales and advertising talks. Just mail the attached coupon and the Data Book will come immediately.

### Mahin Advertising Company

838 American Trust Building, Chicago:

Gentlemen—I accept your offer of ten days' free inspection of the Data Book.

NAME \_\_\_\_\_

FIRM \_\_\_\_\_

ADDRESS \_\_\_\_\_

**Mahin Advertising Company, Chicago**

**T**HE circumstance which gives authors an advantage above all these great masters is this: that they can multiply their originals; or rather, can make copies of their works, to what number they please, which shall be as valuable as the originals themselves.—*Addison.*

**Energy will do anything that can be done in this world; and no circumstances, no opportunities, will make a man without it.—Goethe.**



# Easter Flowers & Art Vases



**Silver Vase,**  
with glass flower-  
holder.  
Price, \$3.50.



**Copper Vase,**  
with square base and  
copper handle, fitted  
with glass flower-  
holder. Price, \$2.00.


## Fernery

Hand-hammered copper and German silver.  
Made to hold 6-inch flowerpots. Price, \$9.00.



The Roycrofters, East Aurora, New York

## FRA Advertisements

**T**HE FRA Ads are neither blatant nor latent 

They are never flambacious nor flatulent; instead they are fecund and fruitful.

Blatant ads are those that bawl and brag and bluster.

The man stands in the door of his booth and pounds

a drum. Such methods may attract attention, but once our curiosity is satisfied, we cling close to our weasel-skin and hug our prejudices preconceived.

The blatant ad with the ballyhoo bias defeats its purpose, because it repels.

**¶** It cheats us of the joy of discovery, just as teachers who are too wise cause us to close our cosmic pores and crawl into our psychic cavities, pulling the aperture in after us.

Latent ads are those written by blase octogenarians whose souls are in cold storage. They give us pishmince frappe, and hand us the obvious in tins.

Such need not be considered, for while they might do to publicize the Philadelphia Club or the Mummy Trust, they appeal to people of purpose, nix.

FRA Ads are pure truth—exaggeration existing only as a chemical trace. The whole is flavored with the wit of good-will, and tinted with wisdom.

After this, the product is gently rubbed down with the carborundum of surprise. It is then ready for the consumer.

The brazen bazoo is not in use. The cluck and click, and ge-ap and go-long of overstatement is ausgespielt.

FRA Ads purl and cuddle and coo. They possess lilt and tinkle, linger long and late, and have an aura and an aroma that make you stop, look and listen.

They lure like a lute in which there is no rift.

They do not ask you either to read or peruse them.

You do—because you can not help it. You are human

—and being human you are  
also divine.

The Hyacinths, Jimmie, thanks!





**F**RA Comfort advises the use of the Bernstein Bed in all cases of insomnia. No man who sleeps in a Bernstein tosses, pitches or rolls, but deep in the downy sleeps the sleep of the just.

¶ The Bernstein is designed as a sleep-inducer, and good sleep makes for good health, success and happiness.

¶ The Bernstein is luxurious, strong and practical. It is made in three parts only—so there is no creaking or unevenness to dissipate your rest.

¶ The man who sleeps in a Bernstein can be recognized by his early morning cheeriness. The Bernstein is a strictly sanitary bed. Bugs, bacteria and germs find no place to take up a quarter-section in the Bernstein.

¶ The Bernstein Bed is made to appeal to people who know and want the best. The makers will send you information on request.

BERNSTEIN MANUFACTURING COMPANY  
PHILADELPHIA, PA.



## You Can Go Abroad for 25c

Brittany China Andorra Rangoon

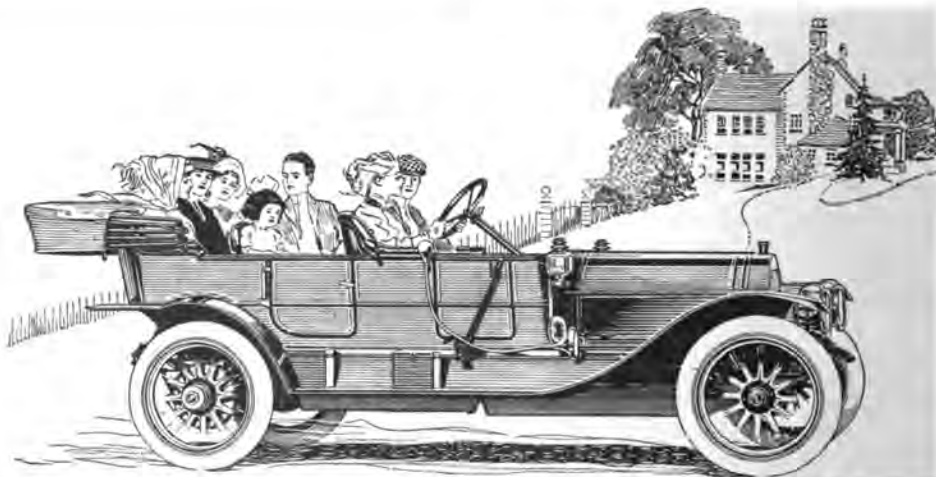
Wouldn't you like to set sail for the sunny waters of the Tropics? Wouldn't you like to enjoy a leisurely voyage along the Florida Coast, up the Gulf of Mexico to picturesque New Orleans, and then across the Atlantic to Brittany, in Northern France—the most quaint corner of Europe? Wouldn't you like to visit the wonderful cathedral town of Chester, climb again to Andorra, tucked away in the heights of the Pyrenees, wander through the medieval walled town of San Gimignano and feel the eerie charm of this "dream city," ramble about Rangoon with its myriad sights and multitude of sounds, penetrate into the heart of China, and learn of the amazing conditions that exist there, visit Ecuador, now enjoying another revolution and then home again, go on a trip to our most famous battlefields with F. T. Miller, who tells you of the many thrilling deeds that make them sacred to the American people? You can do all of this and more through the pages of March

### TRAVEL

Think of being able to visit twenty-five other countries within a few hours and not a thing to buy, a trunk to pack or a steamer to catch! Wouldn't you like to travel the world over, visit the out-of-the-way places that not one in a thousand ever sees, know people of every race and be at home in every land. All you need to do is let TRAVEL take you there.

We will send you FREE the two most recent issues of TRAVEL on receipt of 25c for the March number and the names and addresses of only 15 people whom you know will be interested in TRAVEL. Your name will not be used in connection with this list. Three issues for the price of one. 125 pages, 400 superb illustrations. Accept this offer now while you think of it.

McBRIDE, NAST & CO., Union Square, New York



**B**UYING an automobile is an important matter to most persons. A few are rich enough to buy on impulse and change if they find they were mistaken, but with most persons the automobile is, next to the home, the most important purchase.

Mitchell cars are built for the people who can't afford to make a mistake; the more you know and the closer you investigate, the more you'll realize that Mitchell cars give the most for the money and are made to last indefinitely.

Mitchell cars are economical cars to operate, and in appearance they class with cars that cost three times as much.

7-passenger Mitchell-six, 6 cylinders, 60 horse-power, fore doors, tires 36 x 4 1/2. Price equipped \$2,250.

5-passenger Mitchell-six, 6 cylinders, 48 horse-power, fore doors, tires 36 x 4. Price equipped \$1,750.

5-passenger Mitchell thirty, 4 cylinders, 30 horse-power, fore doors, tires 34 x 4. Price equipped \$1,550.

4-passenger Mitchell thirty, 4 cylinders, 30 horse-power, fore doors, tires 32 x 3 1/2. Price equipped \$1,150.

2-passenger Mitchell runabout, 4 cylinders, 30 horse-power, fore doors, tires 32 x 3 1/2. Price equipped \$950.

Don't buy a car hastily; look around; learn the important points; study all the cars you can; every step in such things will emphasize the conviction that the value offered in a Mitchell car is the greatest value in the automobile field today.

Be sure to see our new 5-passenger Mitchell-six.

MITCHELL-LEWIS MOTOR COMPANY, Racine, Wis.





## YOURS FOR THE ASKING

A New Book of Photographs of Distinctive Homes

Wouldn't you like to have the opportunity to study in detail the interiors, exteriors and garden settings of some of the best moderate priced houses, designed by leading architects, the country over! Wouldn't you like to have a book full of just such suggestions as the prospective builder appreciates, with an introduction on the choice of a style for the country or suburban home by Frank Miles Day, past president of the American Institute of Architects! Wouldn't you like to have this book of over 125 plans and photographs of houses that have actually been built, giving costs, interior details and construction? *Inexpensive Homes of Individuality* is just such a book and is yours for the asking to introduce

### HOUSE & GARDEN

the magazine for the man or woman who wants to make the most of the home whether there is little or much to spend. *House & Garden* brings you into homes whose owners have planned them with wonderful ingenuity and individual taste. It shows distinctive decorative effects, portrays successful gardens and beautiful landscape results and, best of all, tells you just how to secure each one of these things and at what expense, while a profusion of actual photographs aid in planning the many details that insure a home of individuality. On receipt of 25c (regular price) and the names and addresses of only 15 people whom you know to be actively interested in housebuilding or gardening, we will send you March *House & Garden* and also *Inexpensive Homes of Individuality* FREE. Your name will not be used in connection with the list. Do it now while you think of it.

McBRIDE, NAST & CO., Union Square, New York

## Smith Guns



**S**MITH GUNS are famous the world over for their long-distance, close-shooting, hard-hitting qualities—one result of our special process of boring. You will be pretty safe, therefore, in accepting the judgment of the thousands who now shoot Smith Guns. Let your next gun be a Smith with the Hunter One-Trigger attachment.

Write us today for your copy of our new catalogue

Hunter Arms Company  
60 Hubbard St., Fulton, N. Y.

## Sweet Peas

### Six Superb Spencers

**For 25 Cents** We will mail one regular packet each of FLORENCE NIGHTINGALE, the largest and best lavender; CONSTANCE OLIVER, rich rose pink on cream; MARIE CORELLI, beautiful, brilliant crimson; PRIMROSE SPENCER, the best primrose; SENATOR SPENCER, claret flaked on heliotrope; and W. T. HUTCHINS, apricot overlaid with bluish-pink. These six superb Spencers are shown, painted from nature on pages 109 and 110 of Burpee's Annual for 1912. Purchased separately they would cost 65 cents, but all six packets, with leaflet on culture, will be mailed for only 25 cents; five collections for \$1.00.

### Burpee's Annual for 1912

This "SILENT SALESMAN" of the World's Largest Mail-Order Seed Trade is a Bright Book of 178 Pages. It tells the plain truth about the best seeds that can be grown—as proved at our famous FORDHOOK FARMS—the largest, most complete Trial Grounds in America. It is Mailed Free upon application. Shall we send YOU a copy?

W. Atlee Burpee & Co.  
Philadelphia

## FRENCH—GERMAN SPANISH—ITALIAN

Is Easily and Quickly Mastered by the  
LANGUAGE  
PHONE METHOD



Combined with the  
Rosenthal Method of  
Practical Linguistics

This is the natural way to learn a foreign language. You hear the living voice of a native Professor pronounce each word and phrase. He speaks as you desire—slowly or quickly, night or day, for minutes or hours at a time. It is a pleasant, fascinating study; no tedious rules or memorizing. It is not expensive—all members of the family can use it. You simply practice during spare moments or at convenient times, and in a surprisingly short time you speak, read and understand a new language. Send for Booklet and Terms for Easy Payment.

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You have given the world a great treasure in "An American Bible." The words from Thomas Jefferson, Abraham Lincoln, Benjamin Franklin and Ralph Waldo Emerson are superb in their far reaching power for good.

Love of country, love of truth - industry, economy, service, health, courtesy, kindness - all are here.

Send me twenty-five copies more of this book - I wish to give them away to young friends who will prize them.

In gratitude,

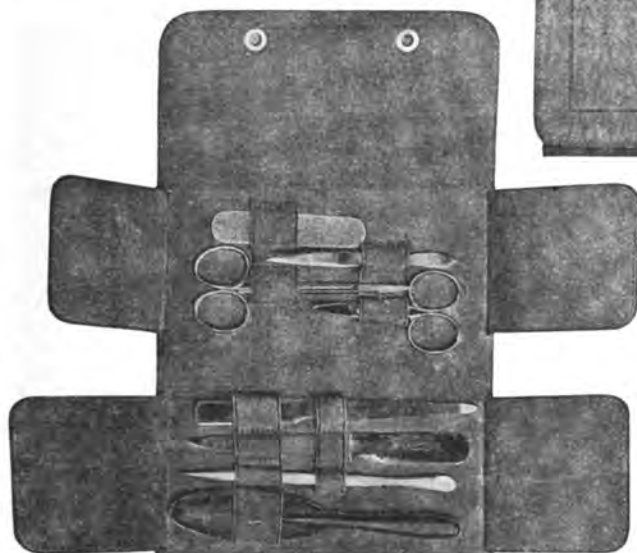
Sincerely yours,

*William F. Gable*

## Hints For Easter Gifts

### Handkerchief-Case

The Handkerchief-Case is made of Special Spanish Cowhide, and is lined with ooze-morocco. A leather case is durable and suitable for use in traveling, and is an artistic addition for the dressing-table. Price, \$5.00.

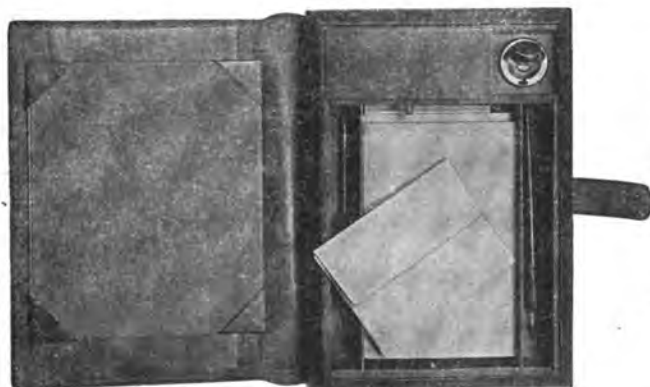


### Manicure-Case

Our Manicure-Case is made of Spanish Cowhide and lined with ooze-leather. It is fitted with the best instruments that can be bought. Compact & serviceable. Special design in Modeled Leather. Price, \$10.00.

### Glove-Case

This Case for her Easter gloves is made of English Calf, lined with ooze-morocco.  $4\frac{7}{8} \times 13\frac{3}{8}$  inches. Price, \$15.00.



### Travelers' Writing-Case

This case is made as compact and complete as care and interest could plan it. Take it with you on your Spring travels. Open,  $2 \times 13 \times 18\frac{1}{2}$  inches. Price, \$15.00.

The Roycrofters, East Aurora, Erie County, New York

# The Roycroft Inn

At East Aurora, New York, owned and managed by The Roycrofters. Always open.

This hotel was built by The Roycrofters, with the help of their neighbors.

All of the furniture in the Inn was made by The Roycrofters.

The Inn is not decorated with a mortgage, and it is managed by the folks who built and furnished it.

In this Inn are many paintings, bronzes, artistic things in

copper, leaded glass, and wood, thought out in the brain of The Roycrofters, and made with their hands.

Also, there are a few marbles that were cut on the premises; pottery modeled and cast by our own workers; mural paintings, pedestals, rugs, tapestries and many curious and valuable things in the line of handicrafts.

In these particulars the place is distinct, peculiar and unique.

It is also different in this, that practically everything on the tables is supplied from The Roycroft Farms.

Milk comes fresh daily from our own dairy.

We make our own butter; and as we have several thousand chickens, we have our own poultry supplies.

The Roycrofters have two hundred cows; three hundred pigs; and in the Summer-Time the vegetables that are served on the tables at noon are gathered in the gardens in the morning when the dew is on.

This same fact applies to fruits and berries.

¶ The Roycrofters put up great quantities of fruits, vegetables, relishes, jellies, jams, preserves and other homemade things—produced in their own gardens. For quality they acknowledge no peers, with the possible exceptions of their good

friends Hunt, Campbell and Beechnut.

¶ The place is steam-heated and electric-lighted from our own Power Plant.

The Roycroft Inn is open the year around.

¶ Many of the rooms have bath attached, and some of the suites have outdoor sleeping-rooms.

In the Music-Room, lectures and concerts

occur now and then—but you are not obliged to go.

The Inn was built in self-defense, as visitors were constantly



coming to the Shops, and of course some of these good folks required accommodations.

The Roycroft Inn is a mighty good place to spend a quiet week-end, or a week or a month—away from the maddening crowd.

If you have work to do, you will not be bothered or interrupted. If you want to walk, frolic, pass the medicine-ball, and do a little good old-fashioned work, there is no lack of opportunities, for the woodpile is only a block away, and the cross-cut saw and the merry music of the ax invite.

No one is ever sick here, and people who come with the grump and the grouch have these things speedily removed without the aid of ether.

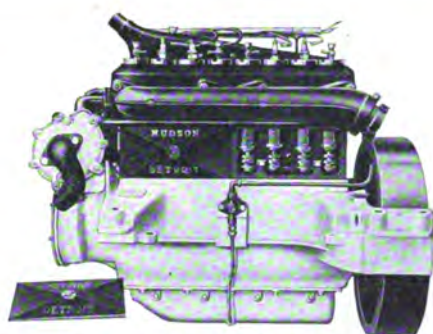
Roycroft stands for love, laughter and work; for co-operation, mutuality, reciprocity, beauty, harmony and all the humanities.

Brides and grooms find at The Roycroft Inn all that they bring. All brides are presented an inscribed Roycroft book, save such as succeed in keeping their status secret.

The rates at The Roycroft Inn are very reasonable. Garage? Of course!

The Roycroft Inn • East Aurora • Erie Co. • New York





Left hand—valve side—of the simple HUDSON "33" motor

## Compare Such Simplicity With Other Motors

Here is where simplicity counts most. An inaccessible motor, or one that is not dust proof, or one that has n't sufficient power, or one that is not quiet, will interfere greatly with your motor car satisfaction.

You won't find such another motor as this. It is in Howard E. Coffin's greatest automobile, the

## New Self-Starting HUDSON "33"

This motor is shown here as its simplicity is typical in that respect of the entire car.

More than 1000 fewer parts are used.

Every vital part of the car is instantly accessible.

¶ This means lower cost in making, lower maintenance cost, because there are fewer parts to get out of adjustment and there is nothing to interfere with quick attention to any portion that might need it.

¶ Every detail of finish—development of beauty—quietness, smooth operation and power is notice-

ably evident in the Self-Starting HUDSON "33." The self-starting device is in itself in accord with the rest of the car.

It has but twelve parts and weighs only 4½ pounds. Contrast that with other starters.

This one is 98 per cent right as shown in hundreds of tests.

Other cars have some of the advanced features of the self-starting HUDSON "33," but none other has them all.

Compare with any car—regardless of price.

Fully equipped with Disco Self-Starter, top, Demountable rims, BIG tires, windshield, headlights, oil side and tail lamps, Prest-O-Lite tank and all the price is \$1600 f. o. b. Detroit.

It is something to own Howard E. Coffin's latest car.

It is something to know it intimately, for in that manner you will be able to understand values in other cars. Write for our guide, "How to Choose a Motor Car." It will help you in determining values in any car.

*See the Triangle on the Radiator*

### HUDSON MOTOR CAR COMPANY

7313 Jefferson Ave., Detroit, Mich.



## YOUR EASTER GIFT

Spring is Nature's Gift Season. Every lovely thing Earth gives comes to us with the new birth of the year, the re-creation of the world. And so at Easter-time we have all the natural desire for fresh and dainty things, rare and exquisite like the Spring.

Mr. Kranz has made a modeled-leather bag that is beautiful, desirable, distinguished and lovely enough for an Easter Gift. The frame is handmade ham-

mered copper and silver, set with tiger-eyes.

These bags are hand-laced with strips of the best goatskin, which excels any other leather in durability. The hand-braided handles are made of the same material. English Calf is the stock used in making these bags. The lining is best-quality soft-toned oozecalf. The bag has an inside pocket fitted with a coin-purse. There are just three of these, and each one is an individual art treasure.



Size, nine by ten and one-fourth inches

Price, \$35.00

The Roycrofters, East Aurora, Erie County, New York

## Your Choice of These with "The Fra"

### BRONZE PAPER- KNIFE

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### 1001 EPIGRAMS *By Elbert Hubbard*



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With an introduction by  
*Alice Hubbard*

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We will send you *The Fra* Magazine for a full year and your choice of a Roycroft Book, or one of the handmade modeled-leather or hammered-copper articles shown on this page.

The supply of these things is limited, as we make new designs for all Roycroft goods each year. So send in your order at once.

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# San Francisco

BY WILLIAM MARION REEDY

¶ Before the crash and flame 'Frisco was beginning to protest at being called anything but San Francisco.

¶ Yet 'Frisco clung; it held some winking, sly hint of frisky. Even the great black headlines over the evil news used the diminutive abbreviation—like a touch of light in the cloud, a sort of fresh, smiling rose on the pall, speaking of resurrection.

¶ The foundations of the city went wobbling at the end of the Easter feast. 'T was and 't is an omen.

¶ 'Frisco fallen shall flower again from disaster and desolation and death, and it shall realize the dreams not only of those who have vowed their dreams shall not be defeated, but the unfulfilled ambition of those lovers of the city who went down in the ruin to the realm where is not light, nor laughter nor song nor weeping nor dreaming more.

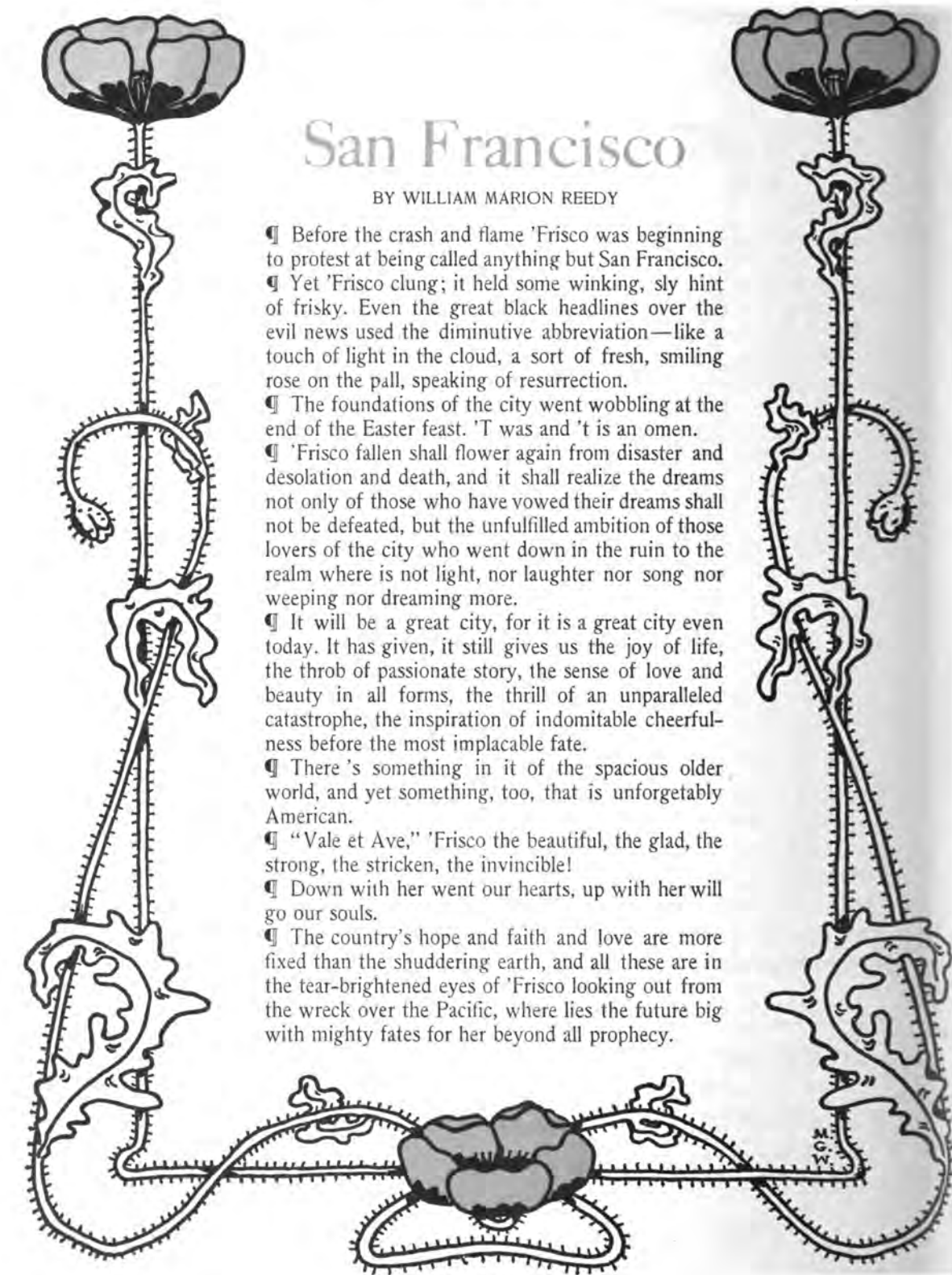
¶ It will be a great city, for it is a great city even today. It has given, it still gives us the joy of life, the throb of passionate story, the sense of love and beauty in all forms, the thrill of an unparalleled catastrophe, the inspiration of indomitable cheerfulness before the most implacable fate.

¶ There's something in it of the spacious older world, and yet something, too, that is unforgetably American.

¶ "Vale et Ave," 'Frisco the beautiful, the glad, the strong, the stricken, the invincible!

¶ Down with her went our hearts, up with her will go our souls.

¶ The country's hope and faith and love are more fixed than the shuddering earth, and all these are in the tear-brightened eyes of 'Frisco looking out from the wreck over the Pacific, where lies the future big with mighty fates for her beyond all prophecy.



# The Roof—Its Evolution

---

"A roof over your head," is a phrase that has been woven into the language, to designate the condition, comfort and destiny of man. To have a roof of any kind for shelter was at one time a most satisfactory proposition. As civilization advanced, we became more particular about the quality of the roof. Reed and bark, shingles, tin, tar compositions, slate, arrived in turn, and then as the final result of experience and thought, "Monarch Asphalt Roofing."

Monarch Roofing is as near perfection as any of the inventions of man have yet attained. Asphalt has served man wherever it is used, to better advantage than any material which it has superseded.

The Stowell Manufacturing Company devotes the time of its experienced roofing experts to solve your roofing problems. You, the consumer, are the man who is most benefited. Your property and comfort are imperiled by leaky roofs.

The best quality of fibrous, pure felt is saturated with genuine Trinidad Lake asphalt and heavily coated with the same material of a stiffer consistency, and into this is firmly embedded a dense surface of crushed granite, feldspar, ground asbestos, fiber, cork, gravel, sand and ground mica or slate to produce the various Monarch Roofings.

Monarch Roofing insures you against all of the ills that former roofings have harbored.

Investigate Monarch Roofing for your own good. The makers will send you literature and detailed information regarding their product.

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## Stowell Manufacturing Company

Jersey City, New Jersey



Arm Rocker, No. 0107 (Spring Seat)

Seat, 22½ inches wide; 20 inches deep  
Back, 24 inches high



Armchair No. 0106 (Spring Seat)

Seat, 22½ inches wide; 20 inches deep; 17 inches high. Back, 24 inches high



HERE are two superb, new styles of Roycroft Chairs. They are made for comfort and constant use. Their simplicity of design and quality of workmanship and materials make them beautiful in themselves. For your library or den, these two chairs will fill a need and at the same time give you constant joy. Our furniture is made of the solid wood—no veneer. We use only the best grade of quarter-sawed red oak and African or Santo Domingo mahogany. The oak is finished in our own weathered finish, a combination of stain, filler and wax polish, that produces a most satisfying and positively permanent effect. The mahogany is finished in exactly the same way excepting, of course, the soft, red tones of the natural wood are preserved and brought out.

The seats are furnished with strong coil springs, and upholstered with a first quality of Spanish cowhide, in a color to harmonize with the wood.


These two chairs are as nearly perfect in design and workmanship as chairs can be made. The price in oak is \$20.00 each, or \$35.00 for the pair; and in mahogany, \$24.00 each, or \$42.00 for the pair, F. O. B., East Aurora.





HERE is a distinctiveness about Roycroft furniture that places it in a class by itself. The simplicity of design and the intent are strictly Mission—made to use and to last. The monks of the California Missions made their own furniture because they had to. Having the right idea of the simple life, and the belief that beauty and durability were best displayed in the plain, straight-line effect, they originated the now so-called Mission design. And, as they had all the time there was, they made their furniture as well as they knew how.

Roycroft furniture resembles that made by the old monks, in its simple beauty, its strength and its excellent workmanship. We use no nails—but are generous in the use of pegs, pins, mortises and tenons.

The pieces shown here are characteristic specimens of Roycroft furniture-making. They all fill a need, and you can make use of all of them. Immediate shipment can be made of any piece, or all 

## THE ROYCROFTERS

East Aurora, N. Y.



*As an appreciation of your order, we will send, gratis, one of these Oak Book-Racks with any of the pieces shown on these two pages, provided cash accompanies the order.*

Prices are F. O. B., East Aurora



Combination Reading-Table and Bookshelves, No. 022

Top, 15x26 inches; Height, 30 inches  
Oak, \$15.00 Mahogany, \$18.75



Wastebasket, No. 023

12½ inches square at top  
13 inches high  
Oak, \$8.00 Mahogany, \$10.00



Footstool, No. 048

15 inches wide; 9 inches deep  
9½ inches high  
Oak, \$5.00 Mahogany, \$6.00



Book-Rack, No. 0116

15 inches long; 6 inches wide  
Oak, \$1.50 Mahogany, \$1.75

## Modern Books by a Modernist

M. M. Mangasarian

**M**R. MANGASARIAN'S books are helping to leaven the thought of the Nation. They are creating a new America! He is the missionary of common sense in religion! He is the uncompromising foe of unreason!

One of the readers of his latest book, *The Bible Unveiled*, writes:

"It is the best exposition of the Bible I have ever read. It is unanswerable; its style, force, serenity, lucidity and logic are delightful.

"Among scores of volumes of Free Thought, I have few equal to it. Mr. Mangasarian has done the world a great service. The book should be translated into every language. It has a permanent value, and I predict for it a great sale."

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### *The Story of My Mind, or How I Became a Rationalist*

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### *A New Catechism*

Fifth edition, revised and enlarged, with picture of author, \$1.00.

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"Admiration is too feeble a word to express my opinion of *A New Catechism*. It is a marvelous manual of rationalistic philosophy and scientific morality. To disseminate this book is to aid the cause of the emancipation of the people."—*L'Aurore*, Paris, France.

### What is Mangasarian?

**M**. M. MANGASARIAN was born of Armenian parents about fifty-two years ago. The Armenians are the oldest Christian people in the world. The national church of Armenia is the Gregorian, which is much like the Catholic church with the pope left out. Both of Mr. Mangasarian's parents were Protestants, and were members of the Congregational Church. His mother, who is still living, being the daughter of a devout Christian, had vowed to bring up her son to be a preacher of the Gospel. With this in view, he was sent to college, later to the Presbyterian Theological Seminary in Princeton, N. J. After graduation, Mr. Mangasarian became the pastor of the Spring Garden Presbyterian Church in Philadelphia. When he could no longer conscientiously preach the Westminster Catechism, he made a trip to Boston to confer with James Freeman Clarke and Edward Everett Hale. Soon after this he tendered his resignation, not waiting for a heresy trial to convince him that he was a heretic. After four years of independent lecturing in St. George's Hall, Philadelphia, Mr. Mangasarian was invited to New York to lecture for the Ethical Society in that city, and later, replaced the lecturer of the Ethical Society in Chicago. In 1900 a few friends assisted Mr. Mangasarian to organize *The Independent Religious Society* in Chicago, which is based on the most thorough-going Rationalism, and whose lecturer he has been during the past twelve years.

Mr. Mangasarian's books should be ordered through

The Independent Religious Society, Fine Arts Building, Chicago

*Overland*

## Compare the Facts

*A 5-Passenger 45-Horsepower Car—\$1,500*

**W**HILE making a mental calculation as to the worth of an automobile take a short cut direct to the facts. Don't mince matters. Don't permit sand to be thrown in your eyes. See that the car looks good to you, then get to the point.

Get the essentials—the wheel base, the size and actual power of the motor, the seating capacity, what the car is made of and how, kind of bearings, etc. Balance all of these facts against the price asked as compared to other cars and you get your answer.

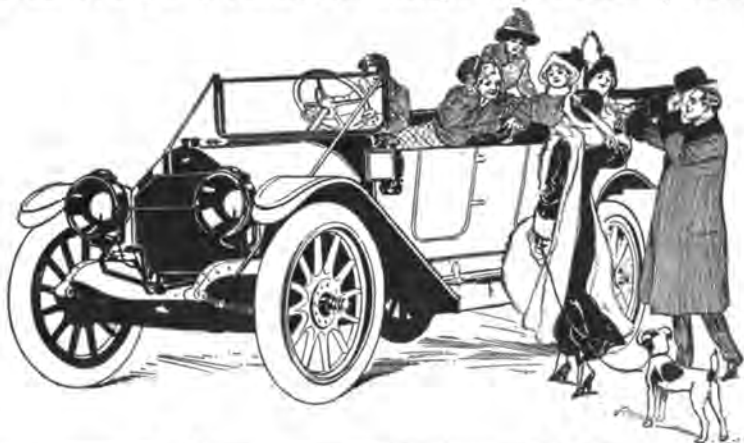
¶ The Overland Model 61 at \$1,500 is all anyone would want in a high powered car. It has a powerful forty-five horsepower motor, seats five large people. Has a wheel base of one hundred and fifteen inches, Timken bearings in axles—F & S annular bearings in transmission. Crank and gear casings are of pure aluminum. Pressed steel frame has a double drop. The magneto is a Bosch. Big tires and wheels.

¶ Its appearance could hardly be more striking, finished in that rich dark Brewster green, with all of the bright metal parts heavily nickel plated. The lamps are massive things in dead black enamel nickel trimmed. Equipped with our simple, reliable self-starting system only \$20 extra.

¶ No other similar car made with these specifications will be found at less than \$2,000. If \$1,500 will buy you about as much as \$2,000, why pay \$2,000?

¶ See this car and be convinced. The Overland dealer in your city will give you all the facts and a demonstration. A postal to us will bring you a book. Please ask for catalogue V 13.

The Willys-Overland Company, Toledo, Ohio



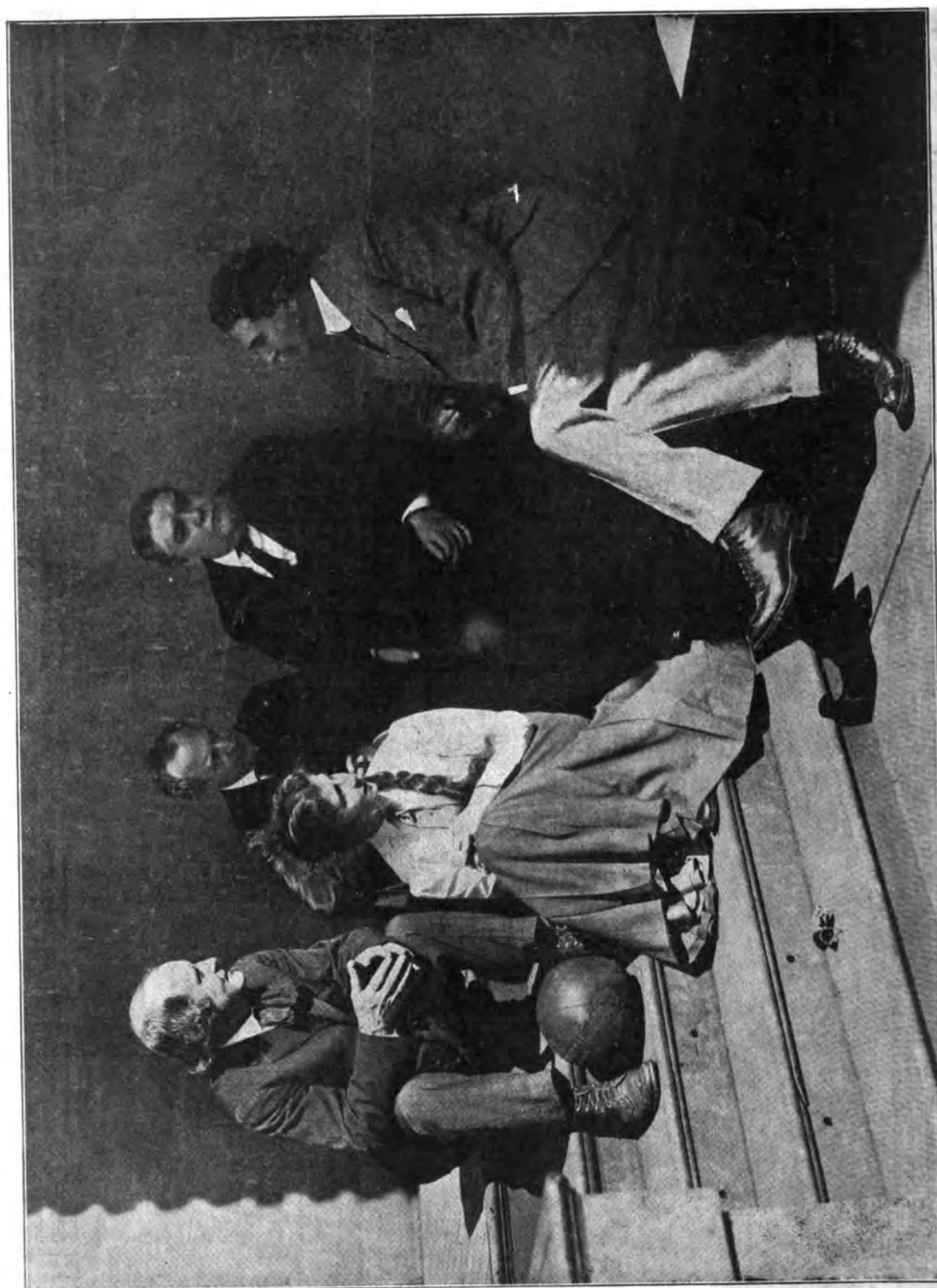


Photo by Susan

A MEDICINE-BALL INTERVAL, WHILE MIKE KINNEY, TEAMSTER, TELLS MIRIAM, BILL REEDY, FRA JULIUS  
AND FRA ELBERTUS SOME FAIRY-TALES ABOUT WHAT HE SAW IN EUROPE











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